



# Accounting & Finance For Non-Financial Personnel

Certified by the American Academy of Financial Management (AAFM).  
Recognised in over **145** countries by **560** training providers, universities,  
colleges and business schools.

## *Specialist Program Area*

Knowing how to read financial statements will be invaluable throughout your career, in analyzing business opportunities, assessing financial risks, and communicating your ideas to others.

Accounting & Finance for Non-Financial Personnel teaches how financial data is generated and reported, as well as how it is used for decision making, analysis, and valuation. The course begins by describing the accounting process, the creation of financial statements, the role of the auditor, and the basics of income tax. It examines specific accounting methods and demonstrates how these choices affect earnings. Once you gain an ability to read financial statements in depth, you will be better able to spot trends and study your company and its competition with a keener eye.



## *Program Overview*

The program teaches the core concepts of finance and accounting in a straightforward and easy-to-understand manner, including terminology and principles, financial statements, distinction between income and cash flow, and valuation. You will learn how financial data is used to make business decisions and to evaluate a firm's performance.

A primary objective of this course is to make its content applicable to your own business or managerial circumstances. You are taught to relate the numbers of finance and accounting to business reality and to assess whether financial reports depict that reality faithfully. Since we believe learning is enhanced by real applications, case studies and workshops are used daily. They are prepared by small groups of participants, and then discussed by the class as a whole.

Accounting & Finance for Non-Financial Personnel combines the best of theory and practice presented by professors from Wharton's Accounting Department. Faculty members offer insights drawn from their immersion in the field as researchers, teachers, and consultants, with applications through a series of case discussions during the class.

# Accounting & Finance For Non-Financial Personnel

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## Detailed Course Overview

The topics that form the core of his program include:

### The Presentation Of Financial Information

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- Where financial information appears and what relevance to attach to it
- Introduction to the core financial reports
- Understanding the relationship between the different financial reports
- How the information is prepared – a review of significant financial items
- A look at the potential distortion of financial information and the impact this has on decision making
- Brief introduction on how to read an annual report in conjunction with the notes to the accounts

### The Importance Of Cash

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- Liquidity and solvency
- Cash-flow budgeting
- Foreign exchange and cross-currency movements
- Planning for contingencies and finding short-term funding
- Cash versus accrual information
- Managing working capital

### The Relationship Between Accounting And Finance

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- The role of each
- The accounting data managers use in making investment decisions
- How accounting information is used to justify financial planning decisions

### Principles of Basic Finance In An Applied Setting

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- Time value of money (historical cost revisited)
- Relevance of time horizon
- The role of risk

### Financing Investments/Capital Structure Issues

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- Debt versus equity funding
- Leveraging: the pros and cons
- Maximising growth potential
- Other sources of funding

### Tools Supporting Finance Decisions

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- Discounted cash flow techniques: payback period, net present value, and internal rate of return
- Financial variable identification
- Application in a decision context to support investment decisions
- Limitations of the models – avoiding errors in practice

### Simple Financial Analysis

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- Risk and return
- Fundamental versus technical factors
- The concentric circles approach to analysis
- Tools: common-size statements; trend analysis; ratio calculations
- Market variables: the interaction of company information and the financial markets

### Financial Management

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- Transfer pricing
- Withholding tax
- Contribution margin concepts
- Cost-Volume-Profit analysis

**Group Topic Discussion And Problem Solving Exercises At Various Intervals Throughout each day**

### Session Topics

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- Accounting Terminology and Underlying Concepts
- The Role of Various Financial Statements
- Distinguishing Income From Cash Flow
- The Accounting Process
- The Quality of Earnings
- Financial Decision Making
- Analysis of Financial Reports
- Approaches to Valuation

# Registration Form



Building the world's future leaders in finance™

## Three Easy Ways To Enrol

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F +965 2246 2050  
E enrollQ8@aafmgcc.com

## Course Dates

Accounting & Finance for Non-Financial  
Personnel  
15 – 19 March 2009

## Timing

From 9:00 AM to 3:00 PM

## Venue

AAFM Training Center  
Salhia Complex  
Kuwait City

## Program Fee

**KD 400.00**

## Early Bird Discount

First 10 registrations save KD50

## Individual & Corporate Schemes

Enjoy the benefits of our reward, royalty schemes and pricing strategies.

## Payment Methods

Please pay by Cheque, Cash or Bank Transfer. KD100 un-refundable registration fees must be paid prior to programme commencement.

All cheques should be crossed and made in favour of AAIFM International for Training & Development.

The fee includes instruction, course material and detailed case studies. On successful completion of the course, the AAFM award free membership for a period of up to 18 months.

## Registration Details

Title: ..... First Name: .....

Last Name: .....

Company Name: .....

Job Title: .....

Department: .....

Address: .....

.....

Country: .....

Tel: .....

Fax: .....

Mobile: .....

Email: .....

For multiple registrations, please copy this page.

Yes! I would like to receive information about future events and services via email.

In the case of unforeseen circumstances, AAFM reserves the right to change venue and/or speakers.

## Payment Options

- Cash
- Cheque - Payable to "AAIFM International for Training & Development"
- Bank Transfer - AAIFM International for Training & Development, Commercial Bank of Kuwait, Hawalli Branch, Account Number: 2001019276

## Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a KD 100 registration fees will be retained.

## Customised Solutions And On-Site Training

AAFM provides tailor-made and cost effective in-house training as well as awarding professional recognition through international certification. Course certification may also be recognised for certain degree level qualifications or from part of a highly focused curriculum delivered by our team of international experts. Our globally recognised specialists are industry practitioners able to teach the 'how' and 'why' as well as 'what'. Call us now on +965 2246 2030 or email enrollQ8@aafmgcc.com for further information or to make a reservation.