

# Financial Management for Non-Financial Professionals

## Day 1: Foundations of Financial Management

Objective: Build foundational understanding of financial concepts and the role of finance in business.

Topics:

Introduction to Financial Management

Why financial literacy matters for all professionals

The accounting equation:  $\text{Assets} = \text{Liabilities} + \text{Equity}$

Overview of key financial statements:

Balance Sheet

Income Statement

Cash Flow Statement

## Day 2: Understanding Financial Statements

Objective: Learn how to read, interpret, and draw insights from financial reports.

Topics:

Deep dive into:

Balance Sheet: Assets, liabilities, equity, solvency

Income Statement: Revenues, expenses, profit

Cash Flow Statement: Operating, investing, financing activities

Accrual vs. cash accounting

## Day 3: Budgeting, Forecasting, and Cost Control

Objective: Understand budgeting processes, cost structures, and forecasting techniques.

Topics:

Purpose and types of budgets

Steps in the budgeting process

Forecasting revenue and expenses

Fixed vs. variable costs

Break-even analysis

Introduction to variance analysis

#### **Day 4: Financial Ratios and Decision-Making**

Objective: Use financial ratios and KPIs to evaluate performance and make better decisions.

Topics:

Profitability ratios: Gross margin, net margin, ROI

Liquidity ratios: Current ratio, quick ratio

Efficiency ratios: Inventory turnover, asset utilization

Solvency ratios: Debt-to-equity, interest coverage

Introduction to capital budgeting: NPV, IRR, payback period

#### **Day 5: Applying Financial Knowledge to Real Business Scenarios**

Objective: Reinforce learning through case studies and application exercises.

Topics:

Linking finance to strategy

Interpreting financial reports in decision-making

Communicating with finance teams

Final review and Q&A