



FINANCE FOR NON-FINANCE MANAGERS

LIVE
ONLINE

 15592

 execed@aucegypt.edu

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Program Overview

In today's business environment professionals need practical, working knowledge of corporate finance to make sound business decisions.

The Finance for Non-Finance Managers program is specifically designed for business owners and professionals with little or no accounting/financial technical knowledge, who need to understand the fundamentals of financial management and the tools and techniques used to make financial decisions in the corporate context.

The program is specifically built to develop professionals' ability to read and analyze financial statements, as well as differentiate between the types of costs that could affect decision making. It will help them prepare budgets and forecasts for operations and develop models that answer short-run 'what-if' questions.

Learning Outcomes



- Understand the fundamentals of corporate finance and financial accounting
- Explain the different types of financial accounts
- Classify the main areas of financial ratio analysis
- Identify the main variables affecting the cost structures in the corporate contextual framework
- Recognize the difference between fixed and variable costs, and the impact of volume on costing and pricing calculations
- Demonstrate the underlying duality of risk and required return
- Recognize the different financing options and their relevant risks and costs
- Discuss the role of financial planning in enhancing business efficiency
- Develop organizational plans to derive growth based on reliable and valid financial tools and techniques
- Enhance financial knowledge to build a coherent culture aiming to achieve financial objectives



Program Outline



Deciphering the Language of Money

- Main pillars of financial accounting
- Finance, objectives, and framework, the wealth creation concept
- Financial statement analysis and framework
- Types of costs and their impact on risk and return

Business Growth and Implementation Mechanism

- Financial budgeting preparation process
- Decision-making using financial fundamentals and frameworks
- Business implementation plan using financial objectives

Program Highlights



The program will be conducted in the form of online live sessions over the period of 4 weeks, with a total of 10 sessions. The program total duration is 30 hours. Full schedule will be shared upon registration.

Participant Profile



This program is designed for senior managers and unit directors from non-finance-based functions, such as engineering, marketing, sales, planning, design, logistics, manufacturing and IT. Participants should have at least five years of work experience.

Program Fees and Registration

The tuition fees for the program is **11,800 EGP***
This includes total tuition costs, materials and the certificate.

**For payment options, please refer to the payment section FAQs on our website or contact us on 15592*

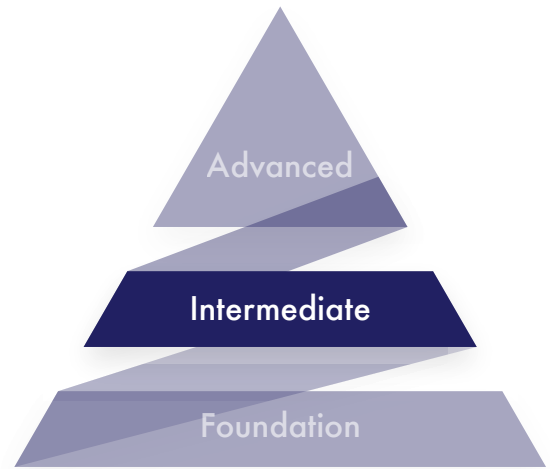
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Our Commitment



The AUC School of Business is committed to empowering all those in search of knowledge, growth and excellence. No matter where you might be in your journey, we will strive to support you through each and every step. At every stage of your professional career, there's something to learn. From the start of your journey as a young professional to the apex of your career as an expert, we've tailored programs that will enrich your knowledge and extend the horizons of your vision.

Consecutively since 2013, the School of Business has been ranked by the Financial Times (FT) as one of the best 75 business schools worldwide offering open enrollment executive education programs. Ranking at 67 in 2020 and maintaining a leading position as a regional platform for world-class education, the School further imprints its international positioning on the world map as the only ranked school in the Arab region and one of only three in Africa.



About AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivalled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

Executive Education

Established in 1966, the School of Business Executive Education has cemented its position as a pioneer in the area of management development, supporting the development needs of professionals and executives in private and public sector organizations. The programs are fueled by a commitment to excellence and a sense of responsibility towards developing the community’s business leaders, entrepreneurs, policy makers, and society at large.

The AUC School of Business Executive Education is also equipped with a full-fledged business solutions unit. With off-the-shelf and customized training programs, as well as coaching and assessment services, the unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.

knowledge, growth
and excellence





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