



THE AMERICAN  
UNIVERSITY IN CAIRO

SCHOOL OF  
**BUSINESS**

EXECUTIVE EDUCATION

## Finance for the Non-Finance Managers Program and Workshop



### *Mission*

To develop leaders capable of creating positive impact on the business results of their organizations in a growing and changing global marketplace



# Finance for the Non-Finance Managers Program

## COMPREHENSIVE PROGRAM OF FINANCE FOR THE NON-FINANCE MANAGERS

The ability to effectively read financial reports and data is crucial to the processes of day-to-day management, strategic planning and decision-making in any firm. The proper understanding of the various financial concepts and instruments and their implications to the firm's health and performance in the market place are indispensable for managers who typically come from various functions within the firm.

The comprehensive program of Finance for Non-Finance Managers has been carefully designed to meet the needs of executives and managers who come from nonfinancial backgrounds across the corporate landscape. Both the program and the workshop provide the participants with a comprehensive understanding of key financial principles and practices and empowers them with the tools to effectively interpret and use financial data in the decision-making process in their respective functions of sales, marketing or planning. The Finance for Non-Finance Managers program, is dedicated to laying the ground foundation. Through a mixture of examples, case studies and analyses, it covers the key concepts of financial reporting and explores the links between finance, accounting and economics. It also offers an introduction to ratio analysis and analyzing financial decisions.

The Finance for Non-Finance Managers workshop, builds on the foundation and the concepts covered in stage one. It covers more advanced topics in financial analysis based on ratio and case analysis. It further explores concepts of budgeting and through practical examples and cases constructs a number of budgets, from sales to cash and analyses implications of cash and other currents on working capital.

## FINANCE FOR THE NON-FINANCE MANAGERS

Having financial knowledge and skills is essential for taking business decisions, analyzing business performance and setting strategic objectives. It is also indispensable for advancing personal skill-sets and expanding career horizons.

The program explores the relationship between finance, accounting and economics. It then introduces the key tools of financial reporting, the income statement, the balance sheet and the cash flow statements. Basics of financial analysis and ratios are introduced and practiced.

# Finance for the Non-Finance Managers Program

## LEARNING OBJECTIVES

Through a combination of conceptual presentations, practical exercises and case study analyses the program aims to provide participants with a thorough understanding of key financial concepts and instruments.

## BENEFITS

***At the end of this program participants will be able to:***

- Learn fundamental business finance concepts such as, but not limited to, rate of return, time value of money and cost of capital
- Learn how to effectively interpret financial reports such as the income statement, cash flow statement and balance sheet
- Learn the role of finance in project appraisal
- Apply initial analysis based on financial ratios
- Learn constraints put on business by government policies
- Apply and develop awareness of current financial trends affecting industrial and commercial companies
- Apply developed skills in terms of analysis of argument and facts, numeric and decision-making

# Finance for the Non-Finance Managers Program

## PROGRAM AGENDA FOR THE FINANCE FOR NON-FINANCE MANAGERS

### DAY 1:

9:00 - 9:15	Personal introductions, course outline, logistics and organization
9:15 - 10:45	Introduction to finance, relationship to economics and accounting.
10:45 - 11:00	Coffee break
11:00 - 12:30	Introduction to financial reporting, key financial concepts: time value of money, risk vs. return, valuation
12:30 - 13:30	Lunch break
13:30 - 14:45	Income statement, basics, examples and analysis
14:45 - 15:00	Coffee break
15:00 - 16:00	Constructing income statement case study

### DAY 2:

9:00 - 10:45	Balance sheet, basics, examples and analysis
10:45 - 11:00	Coffee break
11:00 - 12:30	Cash flow statement, basics, examples and analysis
12:30 - 13:30	Lunch break
13:30 - 14:45	Cash flow and balance sheet exercises
14:45 - 15:00	Coffee break
15:00 - 16:00	Finance in the project evaluation process

### DAY 3:

9:00 - 10:30	Ratio analysis I
10:30 - 10:45	Coffee break
10:45 - 12:15	Ratio analysis case
12:15 - 13:00	Lunch break
13:00 - 14:15	Introduction to cost of capital, working capital, leverage and capital structure
14:15 - 14:30	Coffee break
14:30 - 16:00	Current and future trends in financial analysis
16:00 - 17:00	Wrap up, program evaluation and certificates award

*Day 1*

*Day 2*

*Day 3*

# Finance for the Non-Finance Managers Workshop

## FINANCE FOR THE NON-FINANCE MANAGERS WORKSHOP

Having an astute financial acumen is essential for undertaking key business decisions and has become a requirement for further advancement through the organizational ranks. Building on the initial set of skills from Finance for Non-Financials I, this program expands the participants' knowledge base in finance.

The workshop further develops the skill set of managers in financial analysis and empowers them with the tools to effectively analyze and use financial data in the decision-making process in their respective functions of sales, marketing or planning.

In addition, through practical cases and exercises, participants will effectively construct cost; sales and cash budgets aimed and further deepening their understanding of financial analysis and practice.

## LEARNING OBJECTIVES

Through a combination of conceptual presentations, practical exercises and case study analyses the program aims to provide participants with a thorough understanding of key financial concepts and instruments

## BENEFITS

At the end of this workshop participants will be able to:

- Develop cost budgets
- Develop Sales Budgets
- Use cost and sales budgets to develop cash budgets
- Understand the link between different monthly budgets and the income statement and the statement of cash flows
- Further develop knowledge and usage of ratio analysis in financial and strategic decision making
- Develop a more advanced knowledge of financial concepts in the project appraisal process
- Understand risk analysis for investment decisions
- Develop knowledge in cash flow estimation, basics of capital budgeting, and capital structure
- Further develop awareness of current financial trends affecting industrial and commercial companies
- Have advanced skills in terms of analysis of argument and facts, numeric and decision-making

# Finance for the Non-Finance Managers Workshop

## PROGRAM AGENDA FOR THE FINANCE OF NON-FINANCE MANAGERS WORKSHOP

### DAY 1:

9:00 - 9:15	Personal introductions, course outline, logistics and organization
9:15 - 10:45	Overview of key financial reporting tools (income statement, balance sheet, cash flow statement)
10:45 - 11:00	Coffee break
11:00 - 12:30	Introduction to budgeting in the corporate environment
12:30 - 13:30	Lunch break
13:30 - 14:45	Cost budgeting case study
14:45 - 15:00	Coffee break
15:00 - 16:00	Continue cost budgeting case

### DAY 2:

9:00 - 10:45	Sales budgeting and cash budgeting
10:45 - 11:00	Coffee break
11:00 - 12:30	Cash budgeting case study
12:30 - 13:30	Lunch break
13:30 - 14:45	Advanced financial ratios
14:45 - 15:00	Coffee break
15:00 - 16:00	Financial ratios case analysis

### DAY 3:

9:00 - 10:30	Capital budgeting and WACC
10:30 - 10:45	Coffee break
10:45 - 12:15	Risk and return, options and hedging
12:15 - 13:00	Lunch break
13:00 - 14:15	Cost of capital, working capital, leverage and capital structure and crowd funding
14:15 - 14:30	Coffee break
14:30 - 16:00	Fintech, current and future trends in financial analysis wrap up.
16:00 - 17:00	Program evaluation and certificates award

*Day 1*

*Day 2*

*Day 3*

# Finance for the Non-Finance Managers Program and Workshop

## PROGRAM INSTRUCTOR

**Ramez Lasheen**

Senior Consultant, Lecturer

Lasheen has had a well-rounded professional and academic career spanning two decades and three continents. He combines the polished practicality and enterprise aspects of decision making with the academic rigor of information and knowledge-based analytics. His lessons are client / student / trainee-centered while being results-oriented. He brings extensive international experience in consulting in the fields of economics, feasibility studies strategic marketing and strategic investment planning across the Middle East and North Africa (MENA).

Lasheen worked as general manager/senior consultant to a British consulting firm operating in MENA, conducting over 50 sectorial analyses, pre-feasibility studies, business plans and project evaluations. He has provided professional training sessions to a number of firms and high profile entities, including CIB, Ahli United Bank, ECHEM, Trade UK, SEDCO and Ajlan Bros in the fields of economic analysis, financial analysis, sectorial analysis and project evaluation/feasibility studies. His research interests include growth, sectorial transformation and international trade, and his specialties are sectorial analysis, investment planning, feasibility studies and macroeconomic assessment. Lasheen holds a BA in economics from The American University in Cairo (1996, highest honors) and an MA in economics and international management from the University of Magdeburg in Germany (2000, highest honors). He is currently reading for a PhD in economics at the University of Magdeburg.



Ramez Lasheen

# Finance for the Non-Finance Managers Program and Workshop

## WHO SHOULD ATTEND

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

## CERTIFICATION

The School of Business Executive Education unit awards a certificate upon the successful completion of the program. Participants must have attended at least 80 percent of the program to receive the certificate.

## PROGRAM FEES

The tuition fees for the Finance for Non-Finance Managers Program and Workshop is LE 9,000. This includes total tuition costs, meals, materials and the certificate. Accommodation is not included.

## VENUE

The program will be held at AUC New Cairo, a 260-acre, world-class facility that offers a stimulating learning environment for the School of Business Executive Education programs.



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