



Finance for non-finance professionals training



2016

KPMG Business Academy

Finance for non-finance professionals

The ability to grasp numbers is an invaluable asset. It helps to identify and analyze business opportunities, assess financial risks and most importantly, evaluate ideas from a financial perspective. This course is highly recommended for those professionals who wish to enhance their confidence by understanding financial implications and speak the language of finance.



Binod Shankar
FCA, CFA

- Binod has been teaching advanced finance and accounting courses since 1996. He quit corporate life in 2009 to co-found and run Genesis Institute, a leading financial training company. Binod is a Chartered Accountant and a CFA charterholder.
- He has been a banker, auditor, finance director, entrepreneur and trainer, across the Middle East. This and this unique mix combined with his passion for training ensures a highly insightful and interactive session.
- Binod started his career in an industrial bank where he assessed small and medium enterprises. He then spent several years executing audit, financial due diligence, financial feasibility and valuation assignments with KPMG, Arthur Andersen and Ernst & Young before joining Nakheel, the Dubai based property developer where he rose to become Director-finance.

Learning outcomes

Participants will learn how financial statements are prepared, how to analyze financial statements, why profit and cash are different, the important numbers to watch out for and why, the meaning of jargon, how to evaluate the financial feasibility of a project and the basics of preparing a budget. Participant will also understand what finance professionals are talking about and effectively enhance mutual understanding.

Methods

This interactive course will mix of explanation of concepts, local examples, case studies and discussions.

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Topics

▪ The accounting equation

▪ Cash vs accrual

▪ Financial performance

- Income statements
- What they tell you (and doesn't!)
- Cracking the jargon (EBIT, EBITDA etc.)

▪ Financial position

- What are assets, liabilities and equity?
- Why you should read the balance sheet
- Cracking the jargon (Leverage, capital etc.)

▪ Cash flow

- What are inflows and outflows?
 - The critical difference: Cash vs. profit
- Exercise: Preparing the financials for a start up

▪ Financial analysis

- Is the business on track? Simple of profitability, liquidity and efficiency measures

Exercise: Analyzing a financial statement

▪ Funding

- Common sources of capital
- Debt vs equity
- The positive and negative sides of debt
- Cost of debt and equity

Exercise: Evaluating the various funding options for a start up

▪ Investment appraisal

- Time value of money
- Basic principles of appraisal
- Popular methods of appraisal: Payback, NPV, IRR

Exercise: Evaluating a capital budgeting proposal for an operational company

▪ Budgetary control

- Why we need budgets
- Types of budgets
- Preparing the profitability budget

Exercise: Preparing the annual profitability budget of an existing company



Who should attend?

Project managers and team leaders, divisional and department heads, IT heads and managers, HR heads, heads of strategy and planning, experienced managers and directors with limited financial background.



Training fees

Early bird fee (before 18 September 2016) – AED 4,490

Standard fee – AED 4,990

The fee includes presentation materials, breakfasts, refreshments and networking lunches.



Venue and date

Dubai
Jumeirah Emirates Towers
9:00am-17:00pm
27-28 September 2016



KPMG certificates

Successful participants will be awarded a KPMG certificate of completion at the end of the program.

Register

Why KPMG Business Academy?

Our client focus, commitment to excellence, global mindset and consistent delivery build trusted relationships which are at the core of our business and reputation.

KPMG is uniquely qualified to meet our clients' training needs.



Business solution specialists with the knowledge, skills and information needed to achieve the required results



Customized industry training programs focused on your needs and objectives



KPMG's deep understanding of various business sectors



Our professional attitude to everything we do



Experience we have built as the auditors of many leading entities



A high quality, robust training approach



Proprietary, customised training material which has been employed consistently and successfully to clients worldwide



Training with us

KPMG Business Academy develops training programs based on the solutions KPMG brings to businesses and individuals in the region. KPMG Business Academy has launched its public professional courses and seminars to support the development of a sustainable business environment.

Learning at KPMG Business Academy:

- Our experience in the region of helping clients grow
- Our faculty of professionals dedicated to sharing global expertise from across the network
- Our robust training approach focused on combining knowledge and practical skills
- Training is delivered at times and venues that suit you.
- **Advantages** and **special offers**

Our professional training programs:

Accounting, finance and financial reporting
Forensic
Digital transformation
Risk management and internal audit
Business processes and IT
Sustainability and corporate responsibility
Tax
Financial toolkit
Leadership and business skills
Directors' Institute
On-the-job training and Emiratization



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