Organized by UBT University of Business and Technology and CEC Continuous Education Center in partnership with Leoron PDI

**Time:** 9:00 am to 5:00 pm

**Location:**
University of Business & Technology
Continuing Education Center
King Road Tower
2701, 27th Floor
Malik Road, Jeddah
Kingdom of Saudi Arabia

**Program language:** English

**Expert consultant:** Tony Allen

**Contact us:**
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**MAY 08-12**

**JEDDAH, KSA**

**FNF**

**FINANCE FOR NON FINANCE**
Tony Allen

Tony is an experienced and enthusiastic training professional with 14 years operational and strategic experience, coupled with 10 years experience in Adult Education. An approved provider of training and consultancy for the Chartered Institute of Purchasing and Supply’s (CIPS) foundation courses, a UK qualified teacher with wide experience training in a multi-cultural environment. Possessing a broad range of transferrable skills in project management, resource procurement and allocation and financial management, Tony rises to the challenge of converting recognised training needs to core competencies. Able to differentiate learning programmes to achieve the needs-based performance goals of the learner, in a wide range of cultural settings, his global experience provides the empathy required to elicit maximum potential from trainees. Tony is a strong advocate of balancing work with regular exercise to optimise performance, and personally takes part in endurance swimming events.

Professional Experience and Engagements

» Approved trainer for the provision of CIPS training modules. Delivered on behalf of CIPS to Blue Chip and public sector organisations

» Considerable experience of training and consultancy in the Middle East and Japan, primarily within the banking, pharmaceutical and manufacturing sectors.

» Developed and delivered the Credit Management Programme considered a benchmark for advancement in the Kuwaiti banking sector.

» Lead Provider of Negotiation and Sales training for Mitsubishi Heavy Industry.

» Turnkey training and establishment of management team for US company in Oil clean-up project (Kuwait), including human resource and capital equipment procurement.

» Graduate induction training for McKinsey and Co. Ltd. and Accenture, Japan.
For managers to communicate with authority in business, it is essential they understand the subject and language of finance. After all, finance is the language used in the board-room. Without a grasp of basic financial concepts, decisions can be made that are not aligned to the strategy and long-term success of a business. These decisions both limit the business and individuals’ careers.

Those not comfortable with finance and the appropriate use of its language often struggle to operate as effectively as they could. In contrast, those that do:

» Are better able to focus on what is important
» Succeed in making and taking better informed decisions
» Are more effective
» Operate with more authority
» Get promoted faster and more often

This course focuses on providing an understanding of what drives financial performance allowing you to focus on activities that drive your business forward.

LEORON Professional Development Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org

**LEARNING OUTCOMES**

*Delegates will gain an increased awareness and working knowledge of:*

» Accounting as the language of business
» Management versus financial accounting
» Key financial statements and their inter-relationship
» How to assess the financial health of businesses
» Aligning performance to strategy through budgeting
» Using costing methods to aid decision-making
» Selecting profitable investments
» Choosing the right pricing strategy
» The treatment of depreciation and goodwill
» Effective control of inventory

**PROGRAM TIMINGS**

The program will commence at 09:00 am each day and continue until 05:00 pm. There will be two refreshment breaks and lunch at appropriate intervals.

**DAY 1**

*Accounting as the language of business*

» The accounting equation
» The business and working capital cycles
» Assets versus liabilities
» Classifying and recording transactions
» Relationship of finance to strategic business units

*Financial versus Management accounting*

» The format and content of financial accounts
» Purpose and users of financial accounts
» Management accounts and planning
» Uses and users of management accounts

**DAY 2**

*Key financial statements and their inter-relationship*

» The profit and loss account (income statement)
» The balance sheet
» Cash flow analysis

*How to assess the financial health of businesses*

» Performance analysis using ratios
» Industry comparison using ratios
» Profitability
» Liquidity
» Activity
» Gearing
DAY 3
Aligning performance to strategy through budgeting
» Budget setting and implementation
» Contribution analysis and break-even
» Analysing budget variances
» Flexing the budget
Using costing methods to aid decision-making
» Variable versus fixed costs
» Standard costing
» Marginal costing
» Activity based costing

DAY 4
Selecting profitable investments
» Buy-back period
» The time value of money
» Accounting rate of return
» Internal rate of return
Pricing strategies
» Pricing’s part in the marketing mix
» Cost plus or mark up
» Price taking
» Penetration
» Skimming
» Bundling and segmentation

DAY 5
The treatment of depreciation and goodwill
» What is depreciation?
» How to account for depreciation
» Straight line versus reducing balance
» Goodwill and valuation of the firm
Effective control of inventory
» FIFO, LIFO and AVCO
» Which method to use and when

**Delivery Type** | **Group Live**
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**Pre-requisites** | None
**Level** | Advanced Training
**This Program is worth** | 35 NASBA CPE credits

**DATES & LOCATIONS**

May 08-12 | Jeddah, KSA

**PROGRAM FEES:**
- Early Bird before 4 March 2016: SR 13,400
- Late Registration before 8 April 2016: SR 14,900
- Group Registration (2+) before 8 April 2016: SR 12,900