

FINANCE FOR NON FINANCE PROFESSIONALS

WITH ALY REHAN



Pakistan Society for
Training & Development

Karachi:

25th & 26th July 2022

Lahore:

21st & 22nd July 2022

9:00 am to
5:00 pm



INVESTMENT PER
PARTICIPANT:
PKR 38,500 + ST

Location:
PSTD

MODE
CLASSROOM



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FINANCE FOR NON FINANCE

PROFESSIONALS

COURSE OVERVIEW

Accounting and Finance concepts are quite challenging for Non-Finance Professionals to understand and apply in their daily work life. The rocket science of numbers and their interpretation as useable data need sufficient knowledge of concepts and principles. As a training company, we believe that the best way to make these concepts understand in simplest possible way is by adopting "Learning by Doing Approach". Entire training program revolves around a 'Simulation Board Game' called "Fintellect" which encompasses all relevant accounting and finance areas of learning.

ABOUT FINTELLECT

A formal Design Thinking Approach is adopted to make the program conducive for learners with varying intellectual levels. It fulfills the learning need of finance concepts for various business departments with a To-Do Approach.

A Multi Sensorial Approach to learning using Visual, Auditory, Kinesthetic and Tactile (VAKT) is adopted in training program helps the user grasp concepts in a manner suitable to them.

- *Participant's engagement is the key to program.*
- *Fintellect® comprises of a Board Game, Currency, Activity Cards, Action Board, Presentation and Participants Training Manual.*
- *Flow of information moves back and forth from Training Manual to Presentation and Board Game to keep participants engaged and avoid boredom*



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WHY FINTELLECT

- *Fintellec encourages a group approach to learning and intellectual development.*
- *Program needs a constant focus to stay in business.*
- *Action orientation helps in experiencing instant success and failures as a result of decisions.*
- *It challenges intellectual and innate skills of group members.*
- *Decision-making encourages financial leadership and conflict resolution among teams.*
- *Game concept keeps program entertaining as well as full of stakes in a competitive environment.*
- *Instructional design helps in understanding system, environment and control systems to proceed to next step.*
- *Its easy to use and provides application of concepts in real life situation then just academically understanding it.*

COURSE TAKEAWAYS

- *Connect between business & Accounting in real life environment*
- *Science of number and their use by non finance professionals at work*
- *Finance & Accounting Fundamentals while creating a Sync between business and numbers*
- *Accounting principles, conventions and regulations works while recording and reporting business transaction.*
- *The realm of Financial Statement and their extraction and construction process*
- *Use of accounting numbers to observe business performance and profitability.*
- *Ratio Analysis to review financial and management performance*



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COURSE OUTLINE

Understand Business Model & Dynamics:

- Business Model Evaluation Methodology
- Revenue, Cost & Value Streams
- Stakeholder Analysis & Grid
- Accounting & Finance Structure

Basic Accounting Concepts:

- Accounting Equation Assets, Liabilities & Equity
- Concept of Capital Equity vs. Debt
- Revenue, Income & Profitability
- Operating vs. Capital Expenditures

Fundamental Accounting Principles:

- Going Concern, Materiality, Entity Concept
- Consistency, Historical Cost, Conservatism
- Accruals & Prepayments
- Depreciation & Amortization

Operational Accounting Structure:

- Sales, Purchases, Returns & Discounts
- Inventory, Work in Progress & Finished Goods
- Expenses, Finance Cost & Taxes
- Reserves & Dividends

Financial Ratios:

- Profitability & Performance Ratios
- Liquidity & Solvency Ratios
- Capital Structure & Output Ratios
- Activity & Working Capital Cycle Ratios

Financial Planning & Control

- Time Series & Regression Analysis
- Budgeting, Forecasting & Financial Planning
- Variance Analysis & Control Review
- Customer & Product Profitability Analysis

Performance Analysis Accounting

- Cost, Volume & Profitability Analysis
- Profit Maximization Pricing
- Activity Based Management (ABM)
- Marginal Costing & Decision Analysis

Investment Appraisal & Analysis

- Time Value of Money Concepts
- Compounding, Discounting, Annuity & Perpetuity
- Net Present Value (NPV) & IRR
- Profitability Index (PI)



TRAINER PROFILE

Aly Rehan Served as Trainer, Facilitator, Instructional Designer, Content Developer & Author of Professional Training & Learning Material Training Engagements Trained over 2000+ professionals in 100+ training programs across Middle East as Trainer, Facilitator and Instructional Designer in the field of Accounting, Finance, Agile & Projects, BPR & Value Stream Management, DRP & BCP & Design Thinking. Expert facilitator and corporate trainer with 15+ years of experience in designing programs, content development, facilitating organizational development workshops in finance, design thinking, BPR, Project Management etc

Training Programs & Clients

- ✓ Executive Director Founded 'Fintellect' Design Learning Company
- ✓ HSBC Middle East Group UAE
- ✓ Al-Batha Group Middle East
- ✓ Open Workshop
- ✓ Emirates NBD
- ✓ Talal Abu-Ghazaleh Group UAE/KSA
- ✓ Bakers Tilly KSA
- ✓ FTP Texas USA
- ✓ International Cricket Council (ICC)
- ✓ World Bank (IBRD)
- ✓ British American Tobacco
- ✓ Etisalat Telecom

