

## INVESTMENT FOR NON-FINANCIAL PROFESSIONALS

“Demystifying Investments for Smarter Business Decisions”

### Schedule

| Date             | Venue       | Fees (Face-to-Face)   |
|------------------|-------------|-----------------------|
| 20 - 22 Jan 2026 | Doha, Qatar | USD 2495 per delegate |
| 05 - 07 Jul 2026 | Doha, Qatar | USD 2495 per delegate |

► Available delivery methods: Face-to-Face & Online Training

### Introduction

Investments are no longer just the domain of finance professionals. In today's dynamic and cross-functional business environment, managers across all disciplines must understand how investment decisions impact company growth, profitability, and risk.

This course is specifically designed for non-financial professionals who want to strengthen their financial understanding to make more informed decisions. It simplifies investment principles and equips participants with the practical skills needed to evaluate, support, and contribute to investment-related discussions and strategies.

### Objectives

By the end of this course, participants will be able to:

- Understand the basic principles of investment and capital budgeting
- Evaluate project proposals using tools such as NPV, IRR, and payback period
- Interpret investment reports and business cases
- Differentiate between types of financial and strategic investments
- Understand the time value of money and risk-return trade-offs
- Support business cases with sound financial reasoning
- Communicate effectively with finance and investment stakeholders.

## Why Attend

- Make more confident and financially sound decisions in your role
- Engage more effectively with finance professionals and senior management
- Contribute meaningfully to discussions around project evaluations and business cases
- Learn how investment decisions are structured and justified in organizations
- Strengthen your leadership value through financial acumen.

## Target Audience

### This program is designed for:

- Department Heads and Business Unit Leaders
- Project Managers and Team Leads
- Engineers, Supply Chain Managers, and Operations Executives
- HR, Marketing, and Strategy Professionals
- Any non-financial decision-maker involved in project or resource planning.

## Individual Benefits

### Key competencies that will be developed include:

- Financial reasoning and investment logic
- Risk and return analysis
- Business case evaluation
- Cross-functional communication
- Financial decision support

## Organizational Benefits

### Upon completing the training course, participants will demonstrate:

- Improved cross-functional investment alignment
- Smarter resource allocation and project selection
- Increased ROI awareness in operational decisions
- More collaborative and financially informed project teams
- Reduced financial misjudgments in departmental planning.

## Instructional Methodology

### The course follows a blended learning approach combining theory with practice:

- Lectures - Practical breakdowns of core investment principles
- Tools - Excel-based analysis and ROI calculations
- Case Studies - Business-focused investment scenarios
- Group Activities - Financial evaluation of real-world projects
- Q&A and Review - Ensuring confidence in concepts and application

## Course Outline

### Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 2–3 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Foundations of Investment and Financial Logic

- **Module 1: Introduction to Investments and ROI (07:30 – 09:30)**
  - What is an investment and how is it evaluated?
  - How financial decisions impact all departments
- **Module 2: Time Value of Money (09:45 – 11:15)**
  - Future value, present value, and discounting cash flows
  - Applying TVM to real-world business contexts
- **Module 3: Investment Metrics Made Simple (11:30 – 01:00)**
  - NPV, IRR, payback period – when and how to use them
- **Module 4: Case Workshop – Evaluating a Capital Investment (02:00 – 03:30)**
  - Team-based analysis of a proposed business initiative

#### Day 2: Planning, Risk, and Performance Assessment

- **Module 5: Capital Budgeting in Practice (07:30 – 09:30)**
  - Project planning, ROI targets, and budget cycles
- **Module 6: Managing Risk in Investment Decisions (09:45 – 11:15)**
  - Strategic vs. financial risk, break-even, and sensitivity analysis
- **Module 7: Interpreting Investment Documents (11:30 – 01:00)**
  - Business plans, investment justifications, and financial summaries
- **Module 8: Interactive Review – Debrief and Q&A (02:00 – 03:30)**
  - Consolidating Day 1 & 2 concepts through participant questions

#### Day 3: Investment Decision-Making and Communication

- **Module 9: Strategic Thinking in Investment Scenarios (07:30 – 09:30)**
  - Linking investment decisions to competitive advantage
- **Module 10: Presenting Financial Arguments (09:45 – 11:15)**
  - Communicating the business case with credibility
- **Module 11: Final Capstone Case Study (11:30 – 01:00)**
  - Preparing and delivering a full investment pitch
- **Module 12: Feedback and Certification (02:00 – 03:30)**
  - Participant presentations and closing session

## Certification

Participants who complete the program will receive a **Investment for Non-Financial Professionals**, recognizing the development of practical and strategic financial expertise.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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Interested in running this course for your team?

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