

## BUSINESS FINANCIAL MANAGEMENT FOR NON-FINANCIAL PROFESSIONALS

“Mastering the Essentials of Business Financial Management for Effective Decision-Making”

### Schedule

Date	Venue	Fees (Face-to-Face)
04 - 05 Feb 2026	Dubai, UAE	USD 1995 per delegate
03 - 04 Jun 2026	Doha, Qatar	USD 1995 per delegate
06 - 07 Jul 2026	Dubai, UAE	USD 1995 per delegate
04 - 05 Aug 2026	Dubai, UAE	USD 1995 per delegate

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

### Introduction

In today's business environment, professionals across all functions, not just finance, need a solid understanding of financial management principles to make informed decisions that drive organizational success. Whether you're involved in sales, marketing, operations, or project management, the ability to understand financial data and its impact on business performance is critical.

This 2-day course is designed specifically for non-financial professionals who wish to develop a solid understanding of business financial management. Participants will learn how to read and analyze financial statements, understand key financial metrics, and use financial data to make more informed decisions. The course will provide practical knowledge that can be immediately applied to your day-to-day work, empowering you to contribute more effectively to your organization's financial success.

### Objectives

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

- Understand the basic principles of financial management and its role in business decision-making
- Read and analyze financial statements to assess business performance
- Understand key financial metrics and how they affect business operations
- Use financial data to make more informed decisions in your functional area
- Improve your ability to communicate with finance professionals and contribute to strategic financial discussions
- Develop a foundation in budgeting, forecasting, and cost control

## Why Attend

- Learn how to understand and interpret key financial data to improve your decision-making process
- Gain confidence in discussing financial matters with finance teams and stakeholders
- Understand the financial health of your organization and how to influence it
- Strengthen your ability to manage budgets, forecast, and control costs effectively
- Develop a practical understanding of financial performance indicators and how they apply to your function

## Target Audience

### This program is designed for:

- Managers, team leaders, and department heads from non-financial backgrounds
- Sales, marketing, and operations professionals looking to strengthen their financial knowledge
- Project managers and business owners who need to make financially informed decisions
- Consultants and business development professionals who interact with financial data
- Anyone in a non-financial role seeking to understand and apply business financial management principles

## Individual Benefits

### Key competencies that will be developed include:

- The ability to read, analyze, and interpret financial statements and key metrics
- Stronger decision-making skills based on financial data
- A greater understanding of business performance indicators and how they impact organizational goals
- Enhanced communication with finance teams and improved cross-functional collaboration
- A practical approach to managing budgets, forecasting, and controlling costs

## Organizational Benefits

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

- Improved financial decision-making across non-financial departments
- Better budget management and more accurate financial forecasting
- Enhanced cross-functional communication and alignment with financial goals
- Increased ability to control costs and optimize resource allocation
- A more financially aware and agile workforce capable of driving business success

## Instructional Methodology

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

- **Strategy Briefings** – Key principles of financial management and how they relate to business decision-making
- **Case Studies** – Real-world examples of financial management practices in various industries
- **Workshops** – Practical exercises in reading financial statements, analyzing metrics, and making financial decisions
- **Peer Exchange** – Group discussions and problem-solving sessions on applying financial concepts to your function
- **Tools** – Financial models, budgeting templates, and cost control frameworks

## Course Outline

### Detailed 5-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### DAY 1 - Understanding Financial Statements and Key Metrics

- **Module 1: Introduction to Financial Management** (07:30 – 09:30)
  - The importance of financial management in organizational decision-making
  - Key concepts in finance for non-financial professionals
  - How financial management supports business objectives
- **Module 2: Reading and Understanding Financial Statements** (09:45 – 11:15)
  - The three primary financial statements: balance sheet, income statement, and cash flow statement
  - Key financial data to look for: revenue, costs, profits, assets, liabilities, and equity
  - How to interpret financial statements to evaluate business performance
- **Module 3: Financial Metrics and Ratios** (11:30 – 01:00)
  - Key performance indicators (KPIs): profitability, liquidity, efficiency, and solvency ratios
  - How to use financial ratios to assess the health of a business
  - Applying financial metrics to measure success and identify areas for improvement
- **Module 4: Workshop - Analyzing Financial Statements** (02:00 – 03:30)
  - Participants analyze real-world financial statements for a case study company
  - Group feedback on financial performance and interpretation of data

#### DAY 2 - Budgeting, Forecasting, and Cost Control

- **Module 5: Introduction to Budgeting and Forecasting** (07:30 – 09:30)
  - The role of budgeting and forecasting in business planning
  - Types of budgets: operating, capital, and cash flow budgets
  - Techniques for developing realistic and effective financial forecasts
- **Module 6: Cost Control and Expense Management** (09:45 – 11:15)
  - Key strategies for managing business costs and improving efficiency
  - Understanding fixed and variable costs, direct and indirect expenses
  - How to implement cost-saving measures without compromising quality
- **Module 7: Using Financial Data for Decision-Making** (11:30 – 01:00)
  - How to use financial data to inform strategic decisions in your function
  - Managing financial risk and opportunity through data-driven decisions
  - Aligning financial decisions with organizational objectives and goals
- **Module 8: Workshop - Creating a Budget and Forecasting for Your Department** (02:00 – 03:30)
  - Participants develop a budget and forecast for a hypothetical department or project
  - Group discussions on budgeting techniques and resource allocation strategies

## Certification

Participants will receive a **Certificate of Completion in Business Financial Management for Non-Financial Professionals**, validating their proficiency in understanding and applying business financial management principles to their roles.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
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