

FINANCE FOR NON-FINANCIAL PROFESSIONALS

“Empowering Managers and Decision-Makers to Understand, Interpret, and Use Financial Information Effectively”

Schedule

Date	Venue	Fees (Face-to-Face)
12 - 13 Feb 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate
04 - 05 Mar 2026	Doha, Qatar	USD 1995 per delegate
04 - 05 Mar 2026	Manama, Bahrain	USD 1995 per delegate
29 - 30 Apr 2026	Dubai, UAE	USD 1995 per delegate
01 - 02 Jul 2026	Doha, Qatar	USD 1995 per delegate
04 - 05 Aug 2026	Dubai, UAE	USD 1995 per delegate
02 - 03 Sep 2026	Doha, Qatar	USD 1995 per delegate
09 - 10 Sep 2026	Dubai, UAE	USD 1995 per delegate
21 - 22 Oct 2026	Muscat, Oman	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training, In-House Training

Introduction

Financial literacy is no longer optional for managers and professionals in non-financial roles. Understanding how financial statements work, what drives costs, and how decisions affect profit and cash flow is essential to supporting your organization's performance and strategy.

This 2-day course is designed to demystify financial jargon and equip non-finance professionals with the tools and confidence to interpret financial data, make better decisions, and engage effectively with finance teams. Using clear explanations, hands-on exercises, and real-world examples, this course helps bridge the gap between operations and finance.

Objectives

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

- Understand the structure and purpose of key financial statements
- Interpret income statements, balance sheets, and cash flow reports
- Apply basic financial ratios to assess business performance
- Understand the impact of operational decisions on profitability and cash
- Participate confidently in budget discussions and financial reviews

Why Attend

- Eliminate confusion around financial terms and reports
- Improve your contribution to financial conversations and decisions
- Learn how your role affects the company's financial outcomes
- Increase your credibility and effectiveness with finance stakeholders
- Gain tools to improve planning, budgeting, and cost management

Target Audience

This program is designed for:

- Department heads, team leaders, and operations managers
- Project managers and procurement officers
- Marketing, HR, and IT professionals involved in budgeting or planning
- Engineers, technical professionals, and administrators
- Anyone in a non-financial role seeking to better understand finance

Individual Benefits

Key competencies that will be developed include:

- Financial statement literacy
- Better cost awareness and decision-making
- Greater comfort with financial terminology and metrics
- Basic skills in budgeting and financial planning
- Increased accountability for financial performance

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved cross-functional collaboration on financial matters
- Stronger alignment between operational and financial goals
- More accurate forecasting and cost control
- Greater transparency and accountability in performance management
- Better financial communication across departments

Instructional Methodology

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

- Strategy Briefings - Fundamentals of financial reporting and analysis
- Case Studies - Understanding real financial statements
- Workshops - Financial ratios, budget simulation, and performance review
- Peer Exchange - Practical sharing of financial challenges in non-financial roles
- Tools - Sample reports, Excel-based templates, and financial checklists

Course Outline

DETAILED 2-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Business Finance

- **Module 1: Understanding Financial Statements (07:30 – 09:30)** • The language of business: income statement, balance sheet, cash flow • Key terms: revenue, expenses, assets, liabilities, equity • Financial statements in context
- **Module 2: Profitability and Cash Flow (09:45 – 11:15)** • Profit vs. cash – what's the difference? • Depreciation, working capital, and accruals • Reading and analyzing a cash flow statement
- **Module 3: Financial Ratios and Business Health (11:30 – 01:00)** • Key performance ratios: liquidity, profitability, efficiency • Interpreting financial trends and indicators • Linking ratios to operational performance
- **Module 4: Workshop – Financial Statement Review (02:00 – 03:30)** • Analyze a real company's income statement and balance sheet

Day 2: Applying Financial Thinking to Your Role

- **Module 1: Cost Behavior and Decision-Making (07:30 – 09:30)** • Fixed vs. variable costs • Break-even analysis and contribution margin • Impact of decisions on cost and profitability
- **Module 2: Budgeting and Forecasting Basics (09:45 – 11:15)** • Understanding how budgets are built • Roles and responsibilities in the budgeting process • Monitoring vs. managing budgets
- **Module 3: Business Cases and Capital Decisions (11:30 – 01:00)** • Evaluating a business case with ROI and payback • Risk and non-financial considerations • Role of non-finance teams in investment decisions
- **Module 4: Workshop – Department Budget Simulation (02:00 – 03:30)** • Participants create and manage a simple departmental budget

Certification

Participants will receive a Certificate of Completion in Finance for Non-Financial Professionals, validating their understanding of business finance and their ability to apply financial thinking to everyday decisions and planning activities.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

<p>In-House / Customized Training</p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p>+601116373203</p>	<p>EMAIL:</p> <p>info@mawaevents.net</p>
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