



THE FIRM

FOR BUSINESS AND ECONOMIC CONSULTING LLC

الشركة للإستشارات الإدارية والإقتصادية ش.م.م





Finance for Non-Finance Training

21 - 24 January 2018 - Holiday Inn Muscat AlSeeb

Comprehend and apply financial terminology in your organization and be able to interpret what the numbers mean



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▶ Key Learning Outcomes:

- 1 Comprehend essential financial terminology in the field of finance and accounting
- 2 Analyze and interpret financial information and identify its implications
- 3 Recognize what are budgets and their components
- 4 Apply the cost-volume-profit analysis
- 5 Categorize key methods for evaluating projects financially

▶ Training Approach

Understanding key financial terminology and essentials is crucial for anyone interested to advance their careers. The language of business is numbers and bottom lines. As individuals advance into their careers and rise to higher level of management, understanding what do financial reports and budgets mean is no longer an added bonus, but rather a must.

For many, hearing the word finance is associated with complexity and boredom. Many avoid getting acquainted with financial literacy because they fear that it will be too much and hard to learn. As a result, they miss a great opportunity to widen their prospective and understand how their actions in their organizations affect bottom line.



Well, learning finance and accounting should not be boring and hard. This is the approach followed by The Firm. We focus on what the participant should learn by the end of the training. In Finance for Non-Finance training, the program is designed to get participants engaged throughout the workshop in more easy and friendly learning environment. Unlike other finance for non-finance training, we focus on the essential information needed by participants. As a result, we do not overload the training with content that will make the participants overwhelmed. We focus on what is essential by having a learner-centric approach.

The Firm

▶ The Firm for Business and Economic Consulting is an Omani company specializing in management consultancies and training. The Firm offers tailored business solutions by catering to its clients' specific needs. Training is a key pillar for The Firm and areas include finance, strategy formulation, social impact, economics, marketing strategy and branding. Key clients include BP Oman, National Business Centre, Riyadh, Takatuf, OMIFCO Cell Business Centre.



▶ Training Facilitator

▶ Munther Albusaidi, PhD – The Firm
for Business & Economic Consulting

Munther has more than 10 years experience in the field of finance and accounting. He offered various training workshops in accounting and finance including clients such Takatuf, OMIFCO Cell Business Centre and National Business Centre. He also offered a training workshop through the Centre of Continuing Education and Community Service at Sultan Qaboos University. Training workshops were targeted towards professionals and entrepreneurs.





Previous Testimonials

“The workshop on accounting provided start up and existing SME with practical tools that they could use to understand basic accounting terms and how to apply them to their own businesses . The added value was selecting important ratios that can be used to analyze a business including the linkages of cash flow, income statement and balance sheet in understanding what goes on in a business . I think bringing all of these elements together with local knowledge makes it very relevant for anyone starting a business in Oman.”

Malak Al-Shibani, Director General, National Business Centre

“I think the workshop was a great refresher for all us as entrepreneurs. The way the information was communicated was created in an easy and fun way. Thanks for conducting this workshop and I would love to join upcoming events too”

Issra Ahmed, Partner, Mint Marketing



Who Should Attend

▶ This workshop is designed for individual with no background in finance in accounting and are interested in learning essential knowledge in financial literacy. This workshop also fits entrepreneurs as it addresses key elements in solidifying their financials. The training can also be a good refresher for individuals with background in accounting in finance.


Training Timing

- ▶ First day registration and coffee will start at 8:30 on day one. The training will start at 9am and finish at 4pm. There will be coffee breaks and lunch included.

Program Overview

- ▶ The program is carefully designed by The Firm to tackle key elements to understand finance and accounting in a simple and easy approach. The program starts with essential terminology needed to get a grasp of the field. Then it moves to the next step of understanding outputs of a financial system including financial reports. This is followed by financial analysis to make sense of these financial reports. The program then elaborates on budgets and cost-volume-profit analysis. The final section covers methods of evaluating projects financially.





Program Outline

Topic One: Finance and Accounting Essentials

- Finance & Accounting
- Preparing Financial Statements Process
- Users of Financial Statements
- International Financial Reporting Standards
- Key Principles – Accruals and Matching
- Accounts and Types

Topic Two: Financial Statements

- The Statement of Financial Position
- The Profit and Loss Statement
- The Cash Flow Statement
- Preparation of Financial Statements

Topic Three: Financial Analysis

- Financial Statements Analysis Essentials
- Types of Financial Analysis
- Methods of Financial Analysis

Topic Four: Budgeting

- Budgets 101
- The Budgeting Process
- What to budget for

Topic Five: Cost-Volume-Profit Analysis

- Fixed and Variables Expenses
- Breakeven Analysis Formula
- Applications

Topic Six: Project Evaluation

- Payback Period
- Net Present Value
- Internal Rate of Return
- Accounting Rate of Return


Registration and Payment


Registration is handled by Eventcom which is an event management company. Please bear in mind the following when registering :


- In order to register please complete the following form : <http://goo.gl/e6ddCE>
- Make transfer / deposit to the Firm's account in Bank Muscat **0468-04662572-001-7**
- Upon transfer to the above bank account , please email a copy of the deposit receipt to (Eventcom.om@gmail.com). please do keep a copy of the bank deposit / transfer receipt
- You will receive an email confirmation with your registration and training schedule

If you are interested to know more about the training
Or

If you wish to conduct this training in-house please contact :

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