

Finance for Non-Financial Managers

Make better business decisions by understanding the numbers

Whether you are managing a division, a team or yourself, it is crucial to have a good understanding of finance in your business. This short, two-day program provides you with the essentials that you need.

How you will benefit

- Understand what drives some of the most common errors in business and how to avoid them
- Break through the language of finance
- Understand the basic accounting model and its limitations
- Analyze and interpret financial statements within the context of industry analysis and macroeconomic fundamentals
- Identify risk and understand the options available to manage risk
- Apply management accounting tools to business problems
- Understand the budget process and forecasting techniques
- Link financial objectives to strategy
- Identify key value drivers to help manage the value of a business
- Understand different valuation techniques and respective benchmarks
- Understand the essential tools and techniques in presenting a business case

	2 days
	€2500
	Basics of Finance
	English
	NEW PROGRAM!
	19 – 20 December 2016

Faculty

Susan Hansen has worked in financial services since 1980. She is a Chartered Accountant (Australia and South Africa) and teaches several short courses for The University of Auckland Business School. She has worked for a 'Big Four' Accounting firm for eight years in Cape Town and London, and spent five years with a Wall Street Investment Bank. Susan has an MBA from the University of Cape Town Graduate School of Business and is the author of several books, including "Simply Finance", Bateman 2010.

EARLY ENROLLMENT DISCOUNT - Enroll more than 90 days in advance and receive a 10% discount on the program fee

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Program Content

Subject	Content
<p>Analyzing and Interpreting Financial Accounting Statements</p>	<p>While every organization has to subscribe to a Financial Accounting model, it is rarely if ever a good model from which to make business decisions from. Simply, the information comes too late and it is limited by certain concepts that will be highlighted during this program. However, as this is the model that is so often used to evaluate business performance it will be discussed in detail so that we can understand how to overcome the limitations.</p> <ul style="list-style-type: none"> • Understanding the accounting process • Applying the fundamental accounting concepts • Tools used to identify 'value' • Why 'Cash is King' • Common ratios to assess the financial risk of the organization • Understanding commonly used words and acronyms, e.g. EBITDA, ROCE, CFROI, etc. • Learning the limitations of the traditional accounting model and how to overcome them
<p>An Introduction to Discounted Cash Flow Analysis and the Time Value of Money</p>	<p>By the end of the day participants will have a framework where you can analyze and interpret any company's financial statements</p>
<p>Understanding Finance and Performance</p>	<p>This day will cover the real link of accounting and finance to the performance of organizations. It is essential that managers are able to understand and apply the following, in order to deliver value to their organizations.</p> <ul style="list-style-type: none"> • Linking accounting to strategy • How risk management drives value • How value drivers are identified and what benefits they deliver • The most commonly applied valuation tools
<p>Management Accounting and Performance</p>	<p>While Financial Accounting is compulsory, Management Accounting is not. However, organizations with excellent Management Information Systems have a significant competitive advantage. When an organization is under pressure to lift profits, a reflex reaction is often to slash costs. This will inevitably erode the intangible value of the organization. We need a more creative approach to identify ways of improving performance.</p> <ul style="list-style-type: none"> • Understanding what drives a company's 'bottom line' • Analyzing it from a customer perspective • Customer profitability analysis • Putting a measurement system in place to include both financial and non-financial metrics • Managing risk and building certainty to add value • Analyzing break-even and contribution analysis • Identifying incremental cash flows
<p>Making Investment Decisions</p>	<p>Current developments in the field of behavioral finance help us to understand better ways to forecast and warn us of common pitfalls in decision making, and we discuss how to understand and use these as a manager. Following from this, there are several financial decision tools used to make decisions. We assess these in terms of how and when these different methodologies are applied, including</p> <ul style="list-style-type: none"> • Discounted Cash Flow analysis (DCF) • Net Present Value (NPV) of an investment • Forecasting cash flows • Measuring the required rate of return <ul style="list-style-type: none"> - Cost of capital, WACC, IRR <p>While valuations most often rely on discounting future cash flows, this is not always the case. Other valuation methods that managers will encounter – and their pitfalls – will also be discussed.</p>
<p>A Wrap-Up session at the end of the program allows managers to assess their most important learnings for their specific positions</p>	

Enrolling & Practical Information

Enrollment requirements

AIF considers each enrollment application carefully to ensure the quality and level of the program is maintained and that participation of candidates is beneficial to both themselves and their companies. The general prerequisite for all AIF programs is the possession of an academic or equivalent degree, as well as proficiency in English and practical experience.

How to enroll

Enrollment applications are available via www.aif.nl. There is no closing date for enrollment although it is advisable to enroll early as places are limited. General Terms & Conditions of enrollment are available via www.aif.nl

Program calendar

Program dates and information about all AIF programs are available at www.aif.nl or by contacting AIF directly.

Accommodation

AIF has special reduced rates available for participants at nearby hotels.

Program location

All AIF programs take place at AIF's premises in the center of Amsterdam. AIF's premises are easily accessible by public transport and car and are a 30-minute drive from Schiphol international airport and a 5-minute walk from Amsterdam's central train station.

Program fees

Program fees include all the comprehensive program materials, books, and software that are required per program, as well as daily luncheons. Accommodation is not included.

As an educational and not-for-profit foundation, AIF is exempt from charging VAT. For clients located within the Netherlands, the AIF program fee is exempt from VAT. For other EU and all non-EU clients, VAT may be due by client to the tax authority.

Certificates

An AIF certificate of attendance is awarded to all participants who successfully complete an AIF Open Enrollment or In-Company program.

About Amsterdam Institute of Finance

AIF is a global financial education and innovation institute headquartered in Amsterdam. Through our programs (open enrollment and in-company) we connect ambitious professionals with the best minds in finance. Taking part in one of our programs or events is a direct investment in your personal future. Joining the AIF alumni network means connecting with the world's leading financial experts, in addition to professionals from more than 1200 organizations. Together with them we endeavor to impact your career and shape the future of finance.

This is what makes AIF and the AIF experience unique:

- We believe in responsible and sustainable finance
- AIF is a not-for-profit foundation which allows us to independently select our faculty from the world's leading business schools (such as INSEAD, NYU Stern, Berkeley, etc.) and other institutions
- Our clients, rather than profits, come first for us
- AIF delivers top quality. Our alumni give our faculty an average rating of 4.6 out of 5.0
- Enrollment in one of our programs means you become part of the AIF network which connects you to professionals in more than 110 countries
- Our programs are applicable to daily practice and prepare you for the future of finance.

CONTACT US

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