



University
College of the Caribbean

Corporate Education
& Management Services Solutions
17 Worthington Avenue, Kingston 5
Tel# 935-0997 / 0977 / 0999 Fax # 960-3562
Email: tdarmand-dunn@ucc.edu.jm

Finance for Non-Financial Managers Training Seminar

Target Audience:

The target audience for this training is managers, owners, and other personnel who have little or no formal training and/or have little or no experience in Finance and Accounts.

Objectives:

At the end of the training the participants will be able to:

- Demonstrate an understanding of the purpose, practice and use of financial management and financial accounts
- Understand the difference between financial accounting and financial management
- Read and interpret financial statements
- Understand the key financial ratios that measure the financial performance of organizations
- Understand the key concepts and terminologies of finance in order to express themselves with confidence in banking and business environment.

Content:

- **Overview of accounting, finance and financial management**
 - a. Why finance matters
 - b. Definition and differences
- **Introduction to financial statements**
 - a. Income Statement, Cash Flow Statement
 - b. Balance sheet, Interpreting Financial Statements
- **A Manager's guide to budgeting**
 - a. Comparison, types, planning and control tool
- **Measuring and evaluating the performance of business**
 - a. Key performance indicators
- **Financial Management/Cash flow and investment decisions**
 - a. Making the key connections
 - b. Depreciation and Amortization
- **The business environment**
 - a. Managing a profit or cost centre
- **Strategies for increasing profits and improving productivity**
 - a. Putting it all together.