Dear all,

## RE: [Accounting Finance for Non-Financial Professionals using QuickBooks](https://bit.ly/2UhnjY8)

## [FineResults Research Services](https://bit.ly/38Amsa7) would like to invite you to high impact training on [Accounting Finance for Non-Financial Professionals using QuickBooks](https://bit.ly/2UhnjY8) to be held in Nairobi from 25/05/2020 to 29/05/2020

**COURSE PROFILE**

## Course Name: [Accounting Finance for Non-Financial Professionals using QuickBooks](https://bit.ly/2UhnjY8)

**Date:** **25/05/2020 to 29/05/2020**

**Duration: 5 Days**

**Venue: FineResults Research Training Centre, Nairobi, Kenya**

**Cost: USD 800**

**Online Registration**: [REGISTER HERE](https://bit.ly/3df4HRn)

**INTRODUCTION**

Non finance professionals often feel that their finance professional’s counterparts speak a completely different language than theirs. Accounting and Finance for Non-Financial Professionals training course has been developed for precisely this reason. No one in business will succeed if they are not financially literate – and no business will succeed without financially-literate people. Accounting and Finance for Non-Financial Professionals, is considered as a must for anyone taking up employment in business or administration. This course is designed to give participants a great grounding in accounting and how it can contribute to effective management through using accounting and finance information in supporting financial analysis, valuation, and decision making in various contexts.

**DURATION**

5 Days

**COURSE OBJECTIVES:**

During this training course participants will enrich their understanding on the following:

•        Overcome the barrier of the accountants’ strange language

•        Improve their understanding of your organization’s finance function

•         Understanding the content of, and relationships between, primary financial statements (income statement and balance sheet)

•       Radically improving their planning, controlling and budgeting skills

•       Be much more aware of the impact of their decisions on the performance of your organization

•       Identifying the main sources of finance available to a business

•       Identifying the main elements of working capital

•                 Using comparative ratio analysis to pinpoint areas of concern

**COURSE OUTLINE**

**Module 1 - Introduction to Accounting and Finance**

* What are accounting and finance
* How are the users of accounting information?
* Why do I need to know anything about accounting and finance?
* Accounting as information system
* Financial accounting and management accounting
* How is business managed?
* What needs to be accounted for in the context of a business model?
* Key accounting concepts
* Assets, liabilities and equity
* Accounting equation
* How does the value of capital change
* The Accounting cycle
* Accounting Policies and Underlying Assumptions
* Examples, Problems and Illustrative Case Studies

**Module 2 - Measuring and Reporting Financial Position and Financial Performance**

* The major financial statements- *an overview*
* The statement of financial position *(balance sheet)*
  + Current assets and liabilities
* Inventory / Stock
* Receivables
* Payables
* Non-current assets
* Property, plant and equipment
* Depreciation
* Intangible assets
  + Patents and licences
  + Goodwill *(introduction to group accounts)*
  + Amortisation and impairment
* Income Statement *(the Statement of Financial Performance)*
* Recognizing revenue
* Recognizing expenses
* Examples, Problems and Illustrative Case Studies

**Module 3 - Planning and Controlling - Costing and Budgeting**

* Understanding cost structure and behaviour
* Costs as a relationship to outputs – *cost / volume / price relationship*
* Fixed costs *vs* variable costs
* The concept of contribution margin
* Break-even analysis for planning and control
* Nature and purpose of budgets for planning and control
* Types of budgets and budgeting
* Budgetary control and variance analysis
* Budgeting for non-financial measures – *Key Performance Indicators and the Balanced Scorecard*
* Examples, Problems and Illustrative Case Studies

**Module 4 - Financing a Business and Making Investment Decisions**

* Source of finance
* Sources of internal finance
* Sources of external finance
* Long-term *vs* short-term borrowing
* Financing decisions
* Debt *vs* equity
* Types of share and share issues
* The nature of investment decisions
* Investment appraisal methods
* Accounting rate of return *(ARR)*
* Payback period *(PP)*
* Nets present value *(NPV)*
* Why NPV is better
* Internal rate of return *(IRR)*
* Examples, Problems and Illustrative Case Studies

**Module 5 - Accounting Information and Financial Analysis**

* Identifying key success factors in an industry sector
* The analysis framework
  + Profitability
    - Growth
    - Margins
    - Earnings per share
  + Efficiency
    - Working Capital Days
    - Cash Cycle
    - Short Term Financing
    - Return Ratios
  + Liquidity
    - Current Ratio
    - Quick Ratio
    - Interest Cover
  + Solvency
    - Gearing
    - Leverage
    - Investor Ratios
    - Dividend Yield
    - Total Shareholder Return

**TRAINING CUSTOMIZATION**

This training can also be customized for your institution upon request. You can also have it delivered your preferred location.

For further inquiries, please contact us through Mobile: +254 759 285 295or Email: training@fineresultsresearch.org

**REQUIREMENTS**

Participants should be reasonably proficient in English. During the trainings, participants should come with their own laptops.

**TRAINING FEE**

The course fee covers the course tuition, training materials, two break refreshments, lunch, and study visits.

**ACCOMMODATION**

Accommodation is arranged upon request. For reservations contact us through Mobile: +254 759 285 295 or Email: training@fineresultsresearch.org

**PAYMENT**

Payment should be transferred to FineResults Research Limited bank before commencement of training. Send proof of payment through the email: training@fineresultsresearch.org

**CANCELLATION POLICY**

• All requests for cancellations must be received in writing.

• Changes will become effective on the date of written confirmation being received.

[Visit our website for more details](https://bit.ly/2pzFkWp)

**How to participate**

[Individual Registration](https://bit.ly/3df4HRn)

**Contact information**

**Email:** [training@fineresultsresearch.org](mailto:training@fineresultsresearch.org)

**TEL:**  +254 759 285 295

**Website:** [fineresultsresearch.org/training/](https://bit.ly/2IWjXW8)

**Visit our** [face book page](https://bit.ly/2lOxV36)

**Visit our** [linkedin page](https://bit.ly/38qa4uE)

**Visit our** [twitter account](https://bit.ly/38oZRi7)