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COURSE BROCHURE

Advanced Finance for Non-Finance Professionals Training Course

22 March – 2 April 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Advanced Finance for Non-Finance Professionals Training Course

Ref: 122_3060 **Date:** 22 March – 2 April 2027 **Location:** Casablanca **Fees:** 6800 GBP

Advanced Finance for Non-Finance Professionals is a 2-week training course for senior engineers, project directors and operations leaders who approve budgets and capital requests, and who leave with an investment business case for a decision in their own function. Boards now expect technical leaders to defend spending in the language of cash flow, margin and return on capital. Advanced Finance for Non-Finance Professionals is delivered by Jupiter Prime Training.

Why Finance for Non-Finance Professionals Matters Now

Three pressures shape finance for non-finance professionals today. Capital is rationed more tightly, so every plant upgrade, system purchase or new service line competes against others for the same funds. Finance teams have become leaner and expect budget holders to explain their own variances. Investors and lenders read published statements closely and reward organisations that convert profit into cash. A leader who reads the numbers well wins approval for sound projects and drops weak ones early; one who cannot is overruled or approves spending that erodes margin. Where reported figures are discussed, the course refers to International Financial Reporting Standards IFRS issued by the International Accounting Standards Board IASB.

Who Gains Most from Finance for Non-Finance Professionals

- Engineering leaders who specify plant, equipment and maintenance spending and must justify it to a capital committee
- Project directors responsible for cost estimates, contingency and earned value on large contracts
- Operations heads who own a cost centre budget and answer for monthly variances
- Commercial and service leaders who set prices, discounts and contract terms that shape margin
- Heads of support functions who propose system, facility or outsourcing investments

A leadership team that sends its engineering, operations and commercial heads together gains most, because they can agree one way of costing, forecasting and ranking proposals.

Finance for Non-Finance Professionals Capabilities

Participants move from reading financial reports to shaping the spending and investment choices their function proposes.

- Interpret the income statement, balance sheet and cash flow statement of an organisation — the executive committee reviewing results
- Calculate profitability, liquidity, efficiency and gearing ratios and explain their movement — lenders and finance partners
- Build a departmental budget with driver-based assumptions and variance triggers — the budget committee
- Apply cost behaviour, contribution margin and break-even analysis to pricing and volume choices — commercial leaders
- Appraise capital projects with net present value, internal rate of return and payback — the capital approval board
- Communicate a financial case with sensitivities and risks clearly stated — the chief financial officer

Key Finance for Non-Finance Professionals Terms

- Accrual accounting — recording revenue and costs when they are earned or incurred, not when cash is received or paid
- EBITDA — earnings before interest, tax, depreciation and amortisation, a common measure of operating profit before financing and asset charges
- Working capital — current assets such as stock and receivables minus current liabilities such as payables, funding daily operations
- Contribution margin — sales revenue minus variable costs, the amount left to cover fixed costs and profit
- Net present value NPV — the value today of a project's future cash flows, discounted at the cost of capital, minus its investment
- Cost of capital — the minimum return an organisation must earn on investments to satisfy its lenders and shareholders

Finance for Non-Finance Professionals Day by Day

Day 1: How Money Moves Through an Organisation

- The Operating Cycle From Order to Cash — Where Value Is Created
- Accrual Versus Cash Accounting — Timing of Reported Profit
- Roles of Finance, Audit and Budget Holders — Accountability for Numbers
- IFRS and the IASB Framework — Why Reported Figures Look Alike
- Reading an Annual Report Structure — Locating Key Financial Disclosures

Day 2: The Income Statement in Depth

- Revenue, Cost of Sales and Gross Margin — Pricing and Volume Choices
- Operating Expenses and EBITDA — Comparing Divisions on Operating Performance
- Depreciation and Amortisation — Spreading the Cost of Long-Lived Assets
- Interest, Tax and Net Profit — Effect of Financing on Results
- One-Off Items and Underlying Profit — Judging Sustainable Earnings

Day 3: The Balance Sheet and Asset Base

- Assets, Liabilities and Equity Equation — Funding the Asset Base
- Property, Plant and Equipment Registers — Capital Spending Visibility
- Stock, Receivables and Payables — Working Capital Tied Up
- Debt and Shareholder Funds — Gearing and Financial Flexibility
- Provisions and Contingent Liabilities — Hidden Claims on Future Cash

Day 4: Cash Flow and Liquidity

- Cash Flow Statement Sections — Operating, Investing and Financing Activities
- Profit to Cash Reconciliation — Why Profitable Units Run Short
- Cash Conversion Cycle — Collection and Payment Terms Decisions
- Short-Term Cash Forecast — Avoiding Funding Gaps
- Free Cash Flow — Capacity to Invest and Repay Debt

Day 5: Ratios and Performance Interpretation

- Profitability Ratios and Return on Capital Employed — Unit Performance Ranking
- Liquidity Ratios — Ability to Meet Short-Term Obligations
- Efficiency Ratios for Asset and Stock Turnover — Operational Improvement Targets
- Gearing and Interest Cover — Lender Confidence and Borrowing Limits
- Peer Benchmarking From Published Accounts — Setting Realistic Targets

Day 6: Cost Behaviour and Margin Decisions

- Fixed, Variable and Semi-Variable Costs — Forecasting Cost at New Volumes
- Contribution Margin Analysis — Product and Service Line Choices
- Break-Even and Margin of Safety — Minimum Viable Volumes
- Activity-Based Costing — True Cost of Customers and Services
- Make-or-Buy and Outsourcing Comparisons — Relevant Cost Decisions

Day 7: Budgets, Forecasts and Variances

- Driver-Based Departmental Budget — Linking Activity to Spending
- Capital Versus Operating Expenditure — Classifying Spending Requests
- Rolling Forecasts — Updating Expectations Between Budget Cycles
- Flexible Budgets and Variance Analysis — Explaining Price and Volume Gaps
- Budget Narrative for Committees — Defending Assumptions Under Challenge

Day 8: Capital Investment Appraisal

- Payback and Accounting Rate of Return — Quick Screening of Proposals
- Time Value of Money and Discounting — Comparing Cash Across Years
- Net Present Value and Internal Rate of Return — Ranking Competing Projects
- Cost of Capital and Hurdle Rates — Minimum Acceptable Return
- Lease Versus Buy Evaluation — Funding Choice for Equipment

Day 9: Risk, Sensitivity and Value

- Sensitivity and Scenario Analysis — Testing Key Assumptions
- Project Cost Overrun and Contingency Planning — Protecting Approved Returns
- Shareholder Value and Economic Profit — Linking Projects to Strategy
- Non-Financial Benefits and Scoring Matrices — Safety, Quality and Service Gains
- Post-Investment Review — Learning From Approved Projects

Day 10: Practising the Investment Business Case

- Statement and Ratio Diagnosis of the Sponsoring Unit — Applying Days 2 to 5
- Cost and Volume Model for the Proposal — Applying Day 6 Methods
- Utilities Asset Renewal and Hospital Equipment Cases — Peer Challenge of Assumptions
- Appraisal and Sensitivity Results — Applying Days 8 and 9
- Investment Business Case — Recommendation, Cash Profile and Risks

Applying Finance for Non-Finance Professionals After the Course

- Rebuild your next departmental budget on activity drivers and agree variance triggers with your finance partner
- Re-appraise one pending capital request with net present value and sensitivity analysis before it reaches the approval board

Finance for Non-Finance Professionals Questions FAQ

What is Advanced Finance for Non-Finance Professionals and why does it matter now?

Advanced Finance for Non-Finance Professionals is decision-level finance for leaders without accounting training. It matters now because capital is scarce, finance teams are lean and budget holders must defend spending in terms of cash, margin and return.

Which roles gain most from Finance for Non-Finance Professionals?

Engineering, project, operations, commercial and support function leaders gain most. Cases from utilities asset renewal and hospital equipment purchases show how each role turns costs and benefits into a case finance colleagues accept.

How does Advanced Finance for Non-Finance Professionals differ from an introductory finance course?

It goes beyond reading statements to appraising investments and owning budgets. An introductory course explains accounting vocabulary; here you calculate returns, test sensitivities and argue a capital decision before a committee.

What do you bring back from Finance for Non-Finance Professionals?

You bring back an investment business case for a real decision in your function. It contains a cost model, a cash profile, appraisal results, sensitivities and a recommendation ready for your finance partner.

Finance for Non-Finance Professionals: The Way Forward

The investment business case sets out the cash profile, appraisal results and risks of one proposal from the participant's function. Its first decision is whether the proposal goes to the next capital round, and finance partners use it to test assumptions early. After its first approval cycle, revisit the cost of capital and sensitivity ranges as actual spending replaces estimates.