UAEU كلية الإدارة والاقتصاد College of Business and Economics
جامعة الإمارات العربية المتحدة United Arab Emirates University

FINANCIAL MANAGEMENT FOR NON-FINANCIAL MANAGERS

OVERVIEW

Many managers, after being promoted, have to manage financial resources and deal with financial jargon used by their financial managers. They also have to approve suggestions and recommendations from the financial managers. This course is designed for those professionals from non-financial backgrounds who need to understand the language of finance in order to make optimal operational decisions.

COURSE DESCRIPTION AND MAIN OBJECTIVE

This course builds on the skills obtained in the Orientation to Financial Management Program. It is designed to provide non-financial middle and senior managers with advanced knowledge, understanding and skills of capital budgeting, financial statement analysis, cash flow analysis and the valuation of companies.

LEARNING OUTCOMES

In this course, participants will develop the ability to analyze financial statements and interpret ratios, appraise investment decisions using DCF analysis, understand the relationship between risk and return, estimate the cost of capital of a company, build a valuation model using forecasted cash flows and evaluate performance and identify drivers of shareholder value.

CONTENTS

Module 1: Financial Statements Analysis:
How to interpret financial information?

- Review key financial statements
- Develop ratio and cash flow analysis skills
- Interpret information to understand the reality behind the numbers

Module 2: Appraisal of Investment Decisions: How to make long-term investment decisions that maximize the value of the firm?

- Review the different methods commonly used to analyze investment projects
- Identify the relevant cash flows
- Apply sensitivity analyses to assess risk

Module 3: Corporate Financing and Valuation: How are firms valued and financed in the market?

- Review the different valuation methods
- Understand the relationship between expected return and risk
- Identify the firm's sources of financing
- Measure and interpret the cost of capital

Module 4: Value-based Management: How to manage with the purpose of creating value for shareholders?

- Review the principles of value-based management
- Evaluate performance for long-term value creation
- Link performance and company's strategy

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FACULTY MEMBER

Dr. Chiraz Labidi is an Associate Professor in Accounting and has earned her PhD from Dauphine University, France. She held various academic and research positions at ESSEC Business School, Dauphine University, and Rouen Business School in France, HEC Lausanne in Switzerland and IHEC Carthage in Tunisia before joining the UAEU in 2009. Before joining the UAEU, Dr. Labidi visited Dickinson College in the USA as a Fulbright scholar.

Her main areas of teaching include Financial Management, Investment, Derivatives, International Finance, Portfolio Management, Interest Rates and Fixed Income Products, and Financial theory. She currently teaches various finance courses to both undergraduate and MBA students. Her research has concentrated on International Financial Markets and more precisely on conditional dependence, information transmission processes, multivariate modelling and copula functions. She has publications in reputable international journals (Journal of Futures Markets, Journal of Economics and Finance, Applied Financial Economics, etc.).

Dr. Labidi has been actively involved in executive education programs. She has designed a 160-hour training module in the area of interest rates/credit markets and products, to equip asset managers specialized in sovereign funds with the needed know-how. She has also offered a full finance training program for Sungard financial analysts.

TARGET GROUP

Non-financial middle to senior managers seeking greater understanding of financial management.

ADMISSION REQUIREMENTS

It is assumed participants comply with the following requirements:

- English-language competence with sufficient ability to read and comprehend learning material, write assignments and follow/participate in discussions on complex financial management issues
- Knowledge and understanding of the basic elements of financial management (read and understand financial statements)

TEACHING METHODS

- Synchronous teaching on MS Teams
- Class discussion, case studies and relevant articles

CERTIFICATE OPTIONS

Delegates can select to follow either one of the following two approaches:

- Obtain a “Certificate of Successful Completion” by demonstrating their knowledge, understanding and skills of the learning outcomes in practical assessments at the end of the course.
- Obtain a “Certificate of Attendance” and will not be required to complete any assessment.

DATES

20 hours: TBC 2021 (5 days of 4 hours each)
Time: 09h00 – 13h00

FEES

Certificate of Successful Completion – AED6000 (excluding VAT)
Certificate of Attendance – AED5000 (excluding VAT)

ENQUIRIES

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