



Training Course	Finance for Non-Finance
Course Language	English
Course Duration	Total Number of hours: 18 Days: Monday, Tuesday, and Wednesday Time: 8 AM – 2 PM
Course Objectives	To raise the level of financial awareness of participants and enable them to use the financial information provided to make better short-term or long-term decisions in managing their Businesses
Course Content	Course Key Topic Area Includes: A. Fundamentals of Basic Financial Statements B. Analysis of Financial Statements C. Risk and Return D. Cash Management E. Investment Appraisal Tools for Capital Budgeting
Learning Outcomes	At the end of the program the trainees will be able to: ✓ Manage businesses' revenues, costs, profits and cash. ✓ Understand the contents of the basic financial statements, particularly the income statement, balance sheet, and statement of cash flows ✓ use their new financial knowledge to make more effective decisions by properly analyzing the financial statements ✓ Understand the basic types of investment risk and the relationship between risk and return ✓ Understand how to analyse the cost or benefit of holding cash for the organization ✓ Help management analyse capital decisions by applying discounted cash flows concepts



Target Audience	Directors, managers or anyone who uses financial information in the course of their work. Prior knowledge of accounting/finance is not required.
Course Material /Exams / Technology used/ Details Relevant to the course.	Learning is achieved via practical examples which reinforce the theory; case studies and short exercises; and topic-related internationally acclaimed videos which successfully simplify the financial topic for the non-financial person
Instructor Details & Brief Instructor Bio	<p>Name: Dr. Emad Awadallah</p> <p>Dr. Awadallah has more 26 years of academic experience in the field of accounting and finance. He is an associate professor of accounting at the college of business and economics, Qatar university. In 2006, he received his PhD in accounting and finance from Essex University, UK. His main expertise are in strategic management accounting, performance measurement, auditing, corporate governance, and fraud risk management. He has been delivering several training courses for preparation for the Certified Management Accounting (CMA) and Certified Internal Auditor (CIA) professional certificates for more than 10 years.</p> <p>Title/Dept: Accounting & Information Systems, College of Business and Economics, Qatar University</p>
Course Fees	<p>QAR 3000</p> <p>15% discount on online registration and payment 15% Corporate discount for 4 or more participants.</p>