



The Complete Finance Course for Non-Financial Professionals

14 - 18 Apr 2026
Casablanca



The Complete Finance Course for Non-Financial Professionals

Ref.: 36319_23807 **Date:** 14 - 18 Apr 2026 **Location:** Casablanca **Fees:** 4100 **Euro**

Course Overview:

The course is designed to bridge the gap between complex financial concepts and practical, everyday business applications. It empowers non-financial professionals by simplifying the intricacies of finance. The course offers a hands-on approach to understanding financial statements, financial planning, and financial analysis. Participants will gain confidence in their ability to contribute to their organization's financial health by delving into real-world scenarios and practical examples. The course demystifies topics such as the accounting equation, financial statements, financial planning techniques, and capital budget decisions, making it accessible and valuable for professionals from various non-financial backgrounds. Whether you're looking to enhance your decision-making skills, understand the financial implications of your work, or simply gain a stronger grasp of financial concepts, this course is your gateway to financial fluency in the business world.

Target Audience:

- Non-financial managers and professionals
- Administrative assistants seeking to enhance financial literacy
- Project managers needing a better understanding of financial planning
- Entrepreneurs and small business owners
- Professionals transitioning into roles requiring financial oversight

Targeted Organizational Departments:

- Operations
- Marketing
- Human Resources
- Project Management
- Customer Service

Targeted Industries:

- Healthcare
- Education
- Government
- Retail
- Manufacturing

Course Offerings:

By the end of this course, participants will be able to:

- Understand the main accounting equation and fundamental accounting principles.
- Prepare key financial statements, including the income statement, balance sheet, and cash flow statement.
- Analyze financial statements using a structured framework.
- Differentiate between financial accounting and management accounting.
- Apply financial planning and analysis techniques to real-world business scenarios.
- Prepare operating budgets and make informed capital budget decisions.
- Utilize financial analysis to support decision-making.
- Understand the five main accounts in financial statements and their significance.

Training Methodology:

This course utilizes a combination of interactive and practical learning approaches to ensure a complete understanding of accounting and finance principles. Participants will take part in case studies that replicate real-world business scenarios, allowing them to apply their knowledge in a secure learning environment. Group work and interactive sessions promote peer learning and collaboration, fostering a deeper grasp of the material. The course also features reflective sessions for consolidating learning and feedback sessions to offer personalized guidance and improvement. Through these diverse methodologies, the course ensures that participants not only grasp theoretical concepts but also acquire practical skills that they can immediately apply in their professional roles.

Course Toolbox:

- Course handbook covering essential accounting and finance concepts.
- Templates for financial statements.
- Case studies for hands-on practice.

Course Agenda:

Day 1: The Business Environment and the Role of Accounting

- **Topic 1:** The Business Environment
- **Topic 2:** The Uses and Purpose of Accounting
- **Topic 3:** Users of Accounting and Financial Information
- **Topic 4:** Accounting Terminology and the Dual Entry Accounting System
- **Topic 5:** The Income Statement – Financial Performance vs. The Balance Sheet – Financial Position
- **Topic 6:** Cash Flow vs. Profit and the Cash Flow Statement
- **Reflection & Review:** Linking Cash Flow Statement, Income Statement, and Balance Sheet



Day 2: The Financial Statements and Financial Analysis

- **Topic 1:** Accounting Conventions and IFRS Standards
- **Topic 2:** Key Elements of Published Annual Financial Reports AFR
- **Topic 3:** Techniques for Interpreting Financial Statements Common-Size & Ratio Analysis
- **Topic 4:** Financial Statements Analysis – Case Study
- **Topic 5:** Cash Flow Ratios and Their Strategic Value
- **Topic 6:** Predicting Business Failure and Using Public Financial Information
- **Reflection & Review:** Using Ratios and Indicators for Business Intelligence

Day 3: Budgeting and Break-even Analysis

- **Topic 1:** Management Accounting – The Internal Perspective
- **Topic 2:** Cost Analysis – Materials, Labour, and Overheads
- **Topic 3:** Understanding Overheads in Decision-Making
- **Topic 4:** Cost / Volume / Profit CVP Analysis and Break-even Point
- **Topic 5:** Using CVP for Profit-Oriented Decisions
- **Topic 6:** Budgeting Purpose, Models, and Implementation
- **Reflection & Review:** Relevance and Effectiveness of Budgeting Under Risk and Uncertainty

Day 4: Budgetary Control and Capital Investment Appraisal

- **Topic 1:** Budgetary Control using Monthly Management Reports
- **Topic 2:** Standard Costing and Variance Analysis
- **Topic 3:** Case Study on Interpreting Variances
- **Topic 4:** Internal Growth and Types of Capital Investment
- **Topic 5:** Basic Appraisal Methods – ARR, Payback, and DCF Concepts
- **Topic 6:** NPV and IRR – Advanced Capital Budgeting Techniques
- **Reflection & Review:** Applying NPV with Practical Issues – Risk, Inflation, Rationing

Day 5: Financing the Business and Reorganisation Strategies

- **Topic 1:** Why and When to Finance a Business
- **Topic 2:** Financing Principles – Short vs. Long-term, Debt vs. Equity
- **Topic 3:** Sources and Types of Finance
- **Topic 4:** Cost of Capital – Equity Dividend Model & CAPM
- **Topic 5:** Cost of Debt and WACC Calculations
- **Topic 6:** External and Internal Growth Strategies – M&A, Joint Ventures, Restructuring
- **Reflection & Review:** Strategic Financing and Reorganization Techniques for Business Growth



How This Course is Different from Other Finance Courses:

The course stands out because it focuses on practical application tailored specifically for non-financial professionals. Unlike traditional finance courses that may be overwhelmed with technical jargon, this course simplifies complex concepts, making them accessible and relevant to those without a financial background. The course integrates real-world case studies, allowing participants to see the direct impact of economic decisions in various business contexts. This hands-on, interactive approach enhances learning and ensures that participants can apply their newfound skills immediately in their roles. Additionally, the course offers personalized feedback and continuous support through online resources, making it a complete and unique offering in the field of finance training.

Training Course Categories



Finance and Accounting Training Courses



Agile PM and Project Management Training Courses



Certified Courses By International Bodies



Communication and Public Relations Training Courses



Data Analytics Training and Data Science Courses



Environment & Sustainability Training Courses



Governance, Risk and Compliance Training Courses



Human Resources Training and Development Courses



IT Security Training & IT Training Courses



Leadership and Management Training Courses



Legal Training, Procurement and Contracting Courses



Maintenance Training and Engineering Training Courses



Training Course Categories



Marketing, Customer Relations, and Sales Courses



Occupational Health, Safety and Security Training Courses



Oil & Gas Training and Other Technical Courses



Personal & Self-Development Training Courses



Quality and Operations Management Training Courses



Secretarial and Administration Training Courses



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**Zoom - Online
Training**

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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