



# FINANCE FOR NON-FINANCE PROFESSIONALS



February 13-14, 2023



10:00 am - 4:00 pm (GST)



Gain Practical Working  
Knowledge of Finance

Online

Instructor-Led



## About SIMFOTIX

SIMFOTIX is a trusted name in the executive education industry that offers cutting-edge corporate training programs. SIMFOTIX focuses on creating value for both learners and businesses through its varied program offerings. We, at Simfotix, hold unique expertise in developing our programs based on the design- learning concept that focuses on the key challenges of a learner and organization. Engagement, relevance, and effectiveness are the hallmarks of our learning solutions. So far, SIMFOTIX training programs are attended by over 5000 participants from over 1000 organizations operating MENAT region. Our clients regard their training experience with us inspiring and transformative.

On the e-learning front as well, SIMFOTIX offers courses that result in serious learning but in fun way, we adopt efficient gamification approach that is aligned with clear learning goals that L&D teams want to see as the achieved objectives. We also understand the ever-shifting corporate world challenges and even in online programs, we carry our legacy of quality, relevance, and impact that's why our programs are conducted by learned faculty comprised of global thought- leaders and top industry practitioners.

We also provide bespoke training solutions that are tailored and delivered in a way that it surpasses your expectations.

| 01  | 02  | 03   | 04  |
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| <b>SOFT SKILLS COURSES</b>  | <b>IT RELATED COURSES</b>   | <b>BANKING &amp; FINANCE</b>   | <b>GAMIFICATION COURSES</b>   |



## Our Affiliations

غرفة دبي  
DUBAI CHAMBER



هيئة المعرفة والتنمية البشرية  
KNOWLEDGE & HUMAN DEVELOPMENT AUTHORITY



9001:2015





## Client Testimonials

It was more interactive , more concentrating on the practical side rather than theory. Good Trainer | Professional and having good communications. Trainer's attention to details is great | Well Managed the Training Session | Was very resourceful | Very Good, Clear and Direct instruction and focus | New knowledge . The content was extremely informative and useful. | Interactive and informative. Smart, Collaborator and can deliver the information clearly the presenter is very well educated easy to explain the subject. **Emirates Post Group Participants**

Excellent trainer from SIMFOTIX. | I learned a lot spend very good and it helped me. | Really professional trainer and her sessions was clear and easy and fun. | She explained everything in a easy and beautiful way. | She have good ways to conveying the information to us and we don't feeling bored . **Mubadala Group , MDC BMS**

Simfotix Trainer bear a Persuasive approach in training and the company is professional in the arrangement of training till end to make it a memorable experience. The In-house session and the follow-up session is excellent approach. **The Executive Council of Dubai**

Informative, engaging | New tools to be used for the growth for our organization | brainstorming and Good knowledge of the subject. **Sharjah Airport Authority**

The detailed Explanation & Excellent trainer by SIMFOTIX. Powerful clear course & excellent instructor. Provided the necessary information perfectly. Overall, best training & course. **Etihad Water & Electricity**

Targeted learning should be at the top of your L&D agenda. Thank you Simfotix for being an agile partner in our learning Journey. **Roche Middle East.**

Excellent courses delivered by SIMFOTIX to our team. Easy to understand trainer and well managed. I liked its interactive nature, and Mr Ahmed's examples of common phrases. **DEWA**

My team was positive and happy with the deliverables of MS Excel Training, and they think this session increased their knowledge and efficiency. **"Ministry of Human resources & Emiratization"**

Simfotix In-House training on MS Excel is well organized and our team learned lot of new things. We consider this as a value addition and meeting our objectives. **Road & Transport Authority Dubai RTA.**

A combination of learning and sharing through activities and self presentations. Learning Art of Public Speaking with Simfotix Training is truly a good experience. **Abu Dhabi Terminals**



## Client Testimonials

InHouse session was best from SIMFOTIX. The trainer is excellent, and has a good knowledge on his craft.

**DP World**

Excellent Training conducted by Simfotix Professional Development. The whole day was full of fun and learning. **Department of Economic Development, Dubai**

Since last two years My Company is working with Simfotix, and every time it is great learning experience. MS Excel is one of the most recommended Program with distinctive methodology and valuable deliverables. **ADNEC "Abu Dhabi National Exhibition Centre"**

The in-house training met the desired objectives for improvement in the Finance function. Group work throughout the two days and team presentation on various analytics put thing in the focus learning direction. Good output Simfotix. **Team Imdad Group.**

Easy way of transferring knowledge makes the learning more digestible. Great work Simfotix for the in-house session. **Emirates NBD Bank**

Simulation Board Game training is one of the great training course and materials. Super helpful for connectivity and engagement among our departments to upscale productivity. Thank you! **Ghobash Group**

Our team attended MS Excel Training with Simfotix and it was never so much learning before in this course. All skill levels on the course fully catered for with a very patient approach, it's worth attending. **DU Telecomm**

Inhouse Training with Simfotix Training for Credit Transformation Program goes with a Wonderful learning experience of our Credit Risk Team. Looking forward to engage them in other upcoming training. **Finance House Abu Dhabi**

Thank you Simfotix for a comprehensive and value training to our Saudi Arabia Finance Team. Case Study and exercises were the key element of this workshop. As Learning & Development we are satisfied to work with them in future. GM Learning & Development , **MAF Carrefour International.**

The Power Bi session was engaging and informative. Overall program outcome is what we agreed and delivered to our functional departments. We would like to do more programs with Simfotix. **Mashreq Bank**

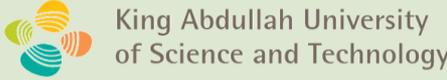
**Reference to the specific people in respective companies can be furnished on request.**



# FINANCE FOR NON-FINANCE PROFESSIONALS



## Some of Our Valued Clients

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## Some of Our Valued Clients

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|  <p>Imdaad</p>                                      |  <p>الهيئة الاتحادية للكهرباء والماء<br/>Federal Electricity &amp; Water Authority</p> |  <p>ASTER DM HEALTHCARE</p>   |
|  <p>ابونيان التجارية<br/>ABUNAYYAN<br/>TRADING</p>   |  <p>WÄRTSILÄ</p>   |  <p>SAVOLA<br/>Foods</p>  |
|  <p>HSBC</p>  |  <p>الغريير<br/>Al Ghurair</p>   |  <p>CHEDID RE</p>  |
|  <p>ALBATHA<br/>GROUP</p>                         |  <p>مجموعة الصقر المتحدة<br/>UNITED ALSAQER GROUP</p>                                |  <p>Coca-Cola</p>   |
|  <p>المجلس التنفيذي<br/>THE EXECUTIVE COUNCIL</p> |  <p>ACWA POWER<br/>كوا باور</p>   |  <p>ABDUL AZIZ AL MAJID EST.<br/>مؤسسة عبدالعزيز الماجد<br/>Establish 1971 • تأسست عام 1971</p> |



## Learning Objectives

- Candidates will gain basic financial insights through case studies
- Learn to understand financial statements
- Conduct financial statement analysis
- Gain more insights about preparation of budgets
- Applying capital budgeting techniques to select profitable investments
- Contribute to improve the financial performance of their organizations

## Course Outline

### Accounting Basics

- Understanding of the sources of financial information
- Accounting systems, terminology, and concepts
- Examine why the timing of a transaction is so important to the finance function
- Income vs. expenditure, assets vs. liabilities, capital vs. revenue expenditure
- GAAP VS. IFRS accounting principles

### Financial Statement Analysis

- Financial position statement
- Profit and Loss statement
- Cash Flow Statement

### Computation and interpretation of ratio analysis

- Horizontal Analysis
- Vertical Analysis
- Ratio Analysis
- Financial ratios
- Leverage analysis (Operational vs. Financial)

### Cost of capital and time value of money

- WACC
- Cost of debt
- Cost of equity
- Return on Assets (ROA)
- Return on Equity (ROE)





## Capital Investment Analysis

- Payback period
- Discounted Cash Flow
- Net Present Value
- Internal Rate of Return
- Profitability Index

## Break-even analysis

- Cost classification
- Profit behavior to cost and volume
- Breakeven point

## Decision making

- Make or buy decision
- Lease or buy decision
- Discount or extension of the credit period
- Cash purchase or credit purchase

## Budgetary Control Techniques

- Budget - As a planning tool
- Budget – As a controlling tool
- Computing variances
- Useful tips on presenting budget variances





## Course Director



### Aly Rehan Khan

Trainer | Instructional Designer | Gamification Expert



### ABOUT

A highly profound and Expert facilitator and corporate trainer with 20+ years of experience in designing programs, content development, facilitating organizational development workshops in finance, design thinking, BPR, Project Management etc. Expert in design learning using gamification, simulation and high degree of customization. Conducting Corporate training using self designed techniques like board games, jigsaw puzzles, Wall boards, Story Boards, Behavioral Assessments etc.

### Recent Engagements As Trainer & Consultant

- **Saudi Aramco – KSA:** Conducted Sukuk Bonds and four month “Finance for Non-Finance Professionals” program for Saudi Aramco employees to prepare them for structural changes emerging on account of IPO.
- **HSBC Middle East** Customer Journey Mapping’ Simulation for “Emirati Development Program” and conducted online program with team simultaneously from UK, USA & UAE.
- **Al-Ahsa Hospital- KSA:** Served as VAT Implementation Consultant for AL-Ahsa Hospital at Hofuf KSA.
- **SRACO – KSA:** Served as Lead VAT Implementation project consultant for SRACO Group Companies, one of the leading engineering and manpower supply company in KSA.
- **Al-Othman Holding Company – KSA:** Conducted two sessions on “VAT Implementation Roadmap & Challenges” for 14 group companies. Further, as consultant implemented VAT on all group companies including Takween Advanced Industries, sister concern of Al-Othman Group.
- **Emirates NBD:** Finance for Bankers training by Simulating the Board game for the banking staff.
- **DU Telecomm :** Using Design Thinking, conducted Board Game Process Mapping for the Finance Professionals and Business Acumen.
- **Ghobash Group:** Training for all 6 industry sectors of Ghobash group for the Finance EVA-Implementation through Board Game Approach.
- **Etjar Investments:** Worked as VAT Implementation Consultant with Etjar Investments, a subsidiary of Mashreq Bank along with other group companies including Massar Investment.





## Registration Details:

**Regular Fee: USD 590 Per Participant (Plus VAT)**

**Team Offer: Pay for 2 and register 3rd for free.**

Includes: Courseware, and SIMFOTIX Certificate

For registration (s) send us your **Name, Designation, Organization, and Mobile Number** to [register@simfotix.com](mailto:register@simfotix.com)

For More Information please contact: **Qazi Waqas Ahmed**  
Mobile: +971 56 309 0819; Email: [waqas@simfotix.com](mailto:waqas@simfotix.com)