



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: Professional Diploma in Finance for Non Financial Managers

Code	City	Hotel	Start	End	Price	Language - Hours
DIP-736	Marrakesh (Morocco)	Hotel Meeting Room	2026-11-22	2026-12-03	6950 €	En - 80

## Introduction

In today's complex business environment, financial literacy is no longer a skill exclusive to finance professionals. Managers across all functions must understand financial principles to make informed decisions, optimize resources, and contribute to their organization's financial health. The Professional Diploma in Finance for Non-Financial Managers is designed to equip professionals with essential financial knowledge, empowering them to analyze financial statements, manage budgets, and assess financial risks. Through a practical and interactive approach, this program bridges the gap between financial data and strategic decision-making, enabling participants to enhance their leadership and business acumen.

## General Objective

This diploma aims to provide non-financial managers with a solid foundation in financial principles, enabling them to interpret financial information effectively and apply it to business decisions. Participants will develop financial confidence, allowing them to engage in financial discussions, evaluate investment opportunities, and optimize their department's financial performance within the broader organizational framework.

## Learning Objectives

- Understand Core Financial Concepts
- Analyze Financial Statement



- Manage Budgets and Financial Planning
- Enhance Decision-Making through Financial Insights
- Assess Investment and Risk Management
- Improve Communication with Finance Teams
- Ensure Compliance and Ethical Financial Practices

## **Target Audience**

- Department Heads and Managers
- Project Managers
- Entrepreneurs & Business Owners
- Sales, Marketing & HR Professionals
- Engineers, IT, and Technical Professionals
- Anyone Seeking Financial Literacy

## **How to prepare a professional diploma**

- The diploma is held by the direct training system
- Number of hours 80 training hours
- Classes start at 08:00 am and end at 05:00 pm

## **Certificates**

- The trainee is given a certificate documenting his attendance, participation and interest in the diploma, attested by the Swedish Ministry of Foreign Affairs
- 80% of the diploma hours must be completed to obtain the certificate

## **Advantages of attending and participating in diploma activities with the Scandinavian Academy for Training and Development in the Kingdom of Sweden**



- After completing the diploma and successfully passing it, the trainee participating in the diploma gets a training scientific bag that includes:
  - An integrated training package containing (certificate of attendance, participation and interest in the diploma attested by the Swedish Ministry of Foreign Affairs - the scientific material for the diploma)
- The Scandinavian Academy for Training and Development is a specialized training company registered in the Kingdom of Sweden under the number - 559173-7431
- The certificate issued by the Scandinavian Academy for Training and Development is not considered an academic certificate, but rather a professional certificate documenting participation and attendance in training activities. All attestations of the certificate are commercial attestation only, not academic.

## OUT LINE

### Day 1: Foundations of Financial Management

- Introduction to Finance for Non-Financial Managers
- The Role of Finance in Business Decision-Making
- Understanding Key Financial Concepts & Terminology
  - Revenue, Expenses, Profit, Assets, Liabilities, Equity
- Overview of Financial Statements
  - Balance Sheet, Income Statement, Cash Flow Statement
- Practical Exercise: Identifying financial elements in a real business case

### Day 2: Financial Statements Analysis

- Deep Dive into Financial Statements
  - How to Read and Interpret Balance Sheets
  - Income Statement and Profitability Analysis
  - Cash Flow Statement and Liquidity Management
- Key Financial Ratios and Performance Indicators
  - Profitability Ratios, Liquidity Ratios, Solvency Ratios



- Case Study: Analyzing a Company's Financial Health

### **Day 3: Budgeting and Financial Planning**

- The Importance of Budgeting in Business Strategy
- Types of Budgets & Budgeting Techniques
  - Zero-Based Budgeting vs. Incremental Budgeting
  - Capital vs. Operational Budgets
- Cost Management Strategies
  - Fixed Costs vs. Variable Costs
  - Break-Even Analysis
- Workshop: Creating and Managing a Budget

### **Day 4: Cost Control and Expense Management**

- Understanding Cost Structures
  - Direct vs. Indirect Costs
  - Cost Allocation Methods
- Strategies for Reducing and Controlling Costs
- Financial Forecasting & Variance Analysis
- Practical Exercise: Identifying Cost-Saving Opportunities

### **Day 5: Investment Analysis and Capital Budgeting**

- Introduction to Capital Investment Decisions
- Key Financial Evaluation Techniques
  - Net Present Value (NPV)
  - Internal Rate of Return (IRR)
  - Payback Period
- Understanding Risk vs. Return in Investment Decisions
- Case Study: Evaluating an Investment Opportunity



## **Day 6: Cash Flow Management and Working Capital Optimization**

- The Importance of Cash Flow in Business Stability
- Working Capital Management Strategies
  - Managing Receivables, Payables, and Inventory
- Cash Flow Forecasting Techniques
- Workshop: Optimizing Working Capital in a Business Scenario

## **Day 7: Financial Decision-Making for Business Growth**

- Using Financial Data to Drive Business Decisions
- Analyzing Business Performance Through Financial Metrics
- Understanding Profitability Drivers and Revenue Growth Strategies
- Practical Exercise: Applying Financial Insights to a Strategic Decision

## **Day 8: Risk Management and Financial Governance**

- Identifying and Managing Financial Risks
  - Market Risk, Credit Risk, Operational Risk
- Corporate Governance and Compliance in Finance
- Financial Ethics and Fraud Prevention
- Case Study: Analyzing a Financial Crisis and Risk Mitigation Strategies

## **Day 9: Communicating Financial Information Effectively**

- How to Present Financial Data to Non-Finance Audiences
- Storytelling with Financial Data
- Building Confidence in Discussing Financial Matters
- Workshop: Creating a Financial Report and Presenting Findings

## **Day 10: Practical Applications and Final Assessment**

- Real-World Business Scenarios & Decision-Making Simulations



- Group Case Study: Developing a Financial Strategy for a Business
- Final Assessment & Certification Ceremony
- Course Wrap-Up & Key Takeaways



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

### **Program Timings:**

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

### **The program includes:**

- A daily Coffee Break provided during the sessions to ensure participants comfort.