



FINANCE FOR NON-FINANCE MASTERCLASS

**CHARTERED ACCOUNTANTS
ACADEMY**

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1. COURSE OVERVIEW

The finance for non-finance course demystifies financial concepts and principles for individuals without a finance background. Participants will gain essential skills to understand financial statements, budgeting, and general financial decision making. Participation in the Finance for Non-Finance Training program will yield numerous benefits for corporate clients, including:

- Improved financial decision-making at all levels of the organization.
- Enhanced operational efficiency and cost control.
- Increased collaboration between finance and non-finance teams.
- Greater overall organizational performance and competitiveness.

2. TARGET AUDIENCE

The course is designed for professionals in non-financial roles including Managers, Marketers, HR Practitioners, Project managers, and Entrepreneurs who want to enhance their financial literacy.

3. LEARNING OBJECTIVES

- Grasp fundamental financial concepts and terminology.
- Interpret and analyse financial statements.
- Develop effective budgeting and forecasting skills.
- Develop effective working capital management strategies.
- Evaluate or assess financing options for long term investment decisions.
- Evaluate long term investment decisions to optimise return on investment.
- Utilise financial matrices for performance management.
- Understand transactional taxes that impact decision making.
- Make informed financial decisions to support business objectives.

4. COURSE CONTENT

Coverage Area	Learning Outcomes	Duration
Introduction to Finance	<p>Participants should be able to:</p> <ul style="list-style-type: none">• Define key financial terms and concepts, such as assets, liabilities, equity, revenue, and expenses.• Explain the basic principles of finance including the time value of money, risk and return, and the importance of liquidity.	1 hour
Analysis and interpretation of financial statements, financial reports, and management accounts	<p>Participants should be able to:</p> <ul style="list-style-type: none">• Understand the different financial reports that can be prepared for management.• Appreciate the various techniques available for interpreting financial statements.• Evaluate the performance of a business unit based on the presented financial statements.• Understand how the business strategy is communicated through the financial statements and be able to evaluate business performance based on the financial statements.• Appreciate the various impact of decisions that can be made from interpreting and analysing financial statements	2 hrs 30 minutes
Working Capital/Cash Flow Management	<p>Participants should be able to:</p> <ul style="list-style-type: none">• Understand what is working capital and its importance in managing a company's short-term liquidity position.• Identify the components that makeup working capital.• Interpret and analyse working capital ratios, such as current ratio, quick ratio, and cash conversion cycle.	2 hours 30 minutes

	<ul style="list-style-type: none"> • Identify strategies for optimising working capital, for example through inventory management, cash flow forecasting, and short-term financing options. • Appreciate how working capital management aligns with the company's strategic and operational objectives. • Evaluate the impact of working capital decisions, e.g., the impact of cash flow, profitability, and relationships with suppliers and customers. • Assess the risks and challenges associated with working capital management e.g., liquidity constraints, inventory obsolescence, and credit risk. 	
Financing decisions	<p>Participants should be able to:</p> <ul style="list-style-type: none"> • Understand and appreciate the various avenues of attracting funding for long-term projects such as the capital markets. • Appreciate the avenues available to obtain short-term form financing. • Assess the impact of financing decisions on capital structure i.e mix of equity and debt and implications on risk profile, cost of capital and financial flexibility. • Analyse financial ratios and metrics related to financing decisions e.g. debt to equity ratio, interest coverage ratio. • Evaluate between a lease vs buy decision for a capital asset as a financing option. • Understand the considerations to make when making a financing decision such as the cost of financing. 	2 hours
Investing Decisions	<p>Participants should be able to:</p> <ul style="list-style-type: none"> • Appreciate the various capital investment techniques available to interpret choices. • Understand how to interpret and analyse investment decision computations. • Understand the various qualitative considerations to make before making an investment decision. • Understand how to account for inflation when making investment decisions. 	2 hours
Budgeting	<p>Participants should be able to:</p>	2 hours

	<ul style="list-style-type: none"> • Appreciate the importance of budgeting in a business. • Understand how to prepare sound and applicable budgets for the company and the various business units. • Understand how to use budgeting as a performance management tool. • Understand how the budget links to strategy and business plan of action. 	
Performance Management	<p>Participants should be able to:</p> <ul style="list-style-type: none"> • Appreciate the various tools and techniques available to evaluate financial performance. • Understand how to set key performance indicators using financial metrics. • Link performance to other business decisions such as management account preparation and investing decisions. 	2 hours
Business Taxation	<p>Participants should be able to:</p> <ul style="list-style-type: none"> • Appreciate the various transactional taxes, and tax ecosystem which is applicable to the business. • Understand the mechanics of Value Added Tax (VAT) and impact on business decision making. • Understand the mechanics of withholding taxes and their impact on business decision making. • Appreciate the various business decisions that are affected by taxation principles such as contract negotiations. • Understand how to plan tax into the business process 	2 hours
Total Time		16 hrs

5. TEACHING METHODS AND ASSESSMENT

The course will include interactive physical workshops, real world case studies and hands on exercises to reinforce learning. During the courses, participants will complete quizzes to confirm understanding of learnt concepts.

There will also be an online summative assessment or quiz that will be offered on an optional basis. The minimum pass mark will be 50% and participants will have three chances to take the assessment.

6. DURATION AND FORMAT

The course will be delivered over 2 consecutive days (8 hours per day).

7. CERTIFICATION

At the end of the course, the following certifications options will be available:

- Certificate of attendance (i.e for those participants who opt not to write the final summative assessment or quiz.
- Certificate of competence (i.e for those participants who opt to write the final summative assessment or quiz and achieve the minimum pass mark.

8. COURSE FEES

Our fees as per attendee. Invoicing options in ZiG and USD are available.

Numbers	Amount
1-5	\$250.00
6-10	\$220.00
11-19	\$200.00
+20	\$180.00

9. OUR TEAM

On the Facilitators:

Elliot T. Wonenyika – CA(Z)

Elliot has over 13 years' of experience in Financial Management and Decision Making and is currently a lecturer in the Chartered Accountants program with an emphasis on the practical application of financial management. He is the current CAA Managing Director.

Webster Sigauke – CA(Z)

He has over 10 years of experience in Financial Management and Decision Making, where he has guided organizations in making strategic financial decisions and improving their financial performance. Currently, he is a lecturer in the Chartered Accountants program, focusing on the practical application of financial management principles to ensure students are well-prepared for the industry. In addition to his academic role, he serves as the Managing Director of TAS Chartered Accountants, where he leads the organization's operations and strategic initiatives.

Zvinotendesa L Mapetere – CA(Z)

Zvino has a wealth of 10 years experience in taxation-related matters, and regularly provides corporates with advice regarding their taxes. He lectures Taxation for trainee Chartered Accountants hence a wealth of experience in training and assessing trainees. He has vast experience in facilitating tax update pieces of training for corporates in the various sectors in Zimbabwe.

10. 2024 TRAINING CALENDER

Training Workshop 1		
Day 1	16 September 2024	8 hours
Day 2	17 September 2024	8 hours
Training Workshop 2		
Day 1	18 November 2024	8 hours
Day 2	19 November 2024	8 hours