



# Finance for Non-financial Managers

Executive Education

UNIVERSITY OF THE  
WITWATERSRAND,  
JOHANNESBURG



**WBS** Wits  
Business  
School  
*Sculpting global leaders*

*Are you looking to increase your knowledge of finance and be able to participate in financial discussions with your executive team? Do you want to play an active role in the achievement of your organisation's financial objectives?*

Our Finance for Non-financial Managers short course is designed to demystify financial jargon and give managers the confidence to play a more active role in financial decision-making. The programme focuses on four key areas: financial communications, financial performance, financial controls and financial decisions.

Wits Business School Executive Education presents a four day course on:

## Finance for Non-financial Managers



### Who is it for?

Marketing, personnel or other technical executives, professionals and senior managers who need to acquire a knowledge of financial terminology and analysis.



### How will you benefit?

You will be exposed to the intricacies of the balance sheet and income statement, and how to assess an organisation's financial health, which will enable you to perform efficient financial planning.



### How will your organisation benefit?

By having managers, executives and professionals who are able to discuss financial matters effectively and confidently, make sound financial decisions and manage risk.



### Course structure:

Four days, full time.

## Logistical Details

**Venue:**  
Wits Business School,  
2 St David's Place,  
Parktown

**Contact:**  
Adorable Jacinto  
adorable.jacinto@wits.ac.za  
+27 11 717 3815

### Wits Business School Executive Education Details

Short Courses &  
Certificate Programmes:  
+27 11 717 3377

### Wits Business School Contact Details

 2 St David's Place,  
Parktown, Johannesburg,  
South Africa

 P O Box 98, Wits, 2050

 +27 11 717 3544

  

[www.wbs.ac.za](http://www.wbs.ac.za)



### Course content:

- Accounting concepts
  - Balance sheets and income statements
  - Financial health assessment
  - Cash flow analysis
  - Financial performance planning
  - Budgets
  - Growth management
  - Investment evaluation and value creation
- Among other relevant topics



### What will you learn?

You will learn to:

- Analyse financial statements and assess financial risk
- Identify specific actions needed to improve returns
- Recognise the impact of different methods of costing
- Discuss financial matters effectively with financial specialists



**Experiential education opportunities** such as the ones we deliver here at WBS, develop the skills, qualities and attributes required to lead organisations, grow and transform businesses and realise strategic objectives.

We have incorporated the best generative thinking methodologies from around the world into our programmes, providing an immersive education experience that teaches individuals to create, capture and deliver value now and into the future.

#### **Devan Naicker**

Director of Executive Education

*“ I would not hesitate to recommend the Finance for Non-financial Managers course to anyone who has little experience of -- and apprehension about -- financial statements. The lecturers conveyed a vast amount of information in a short space of time, and were great at keeping on board students with a diverse array of jobs. I particularly enjoyed the way in which lecturers related class theory to events and trends in the business world. ”*

-J. Hobbs, FNFM 2016