Introduction:

In the increasingly complex business world, having strong financial skills is essential for managers across all sectors. This **Fundamentals of Finance and Accounting Conference** is designed to bridge the gap for senior professionals who may not have formal financial training but need to navigate financial discussions confidently. The program aims to demystify financial terminology, concepts, and principles, empowering participants to engage in financial matters with ease.

The course also includes a tailored segment for **aspiring MBA candidates or business professionals**, offering an accelerated overview of the foundational accounting principles essential for high-level financial analysis and decision-making. Through interactive sessions, participants will gain the confidence to interpret and understand financial statements and apply key accounting and finance principles in business decision-making.

Upon successful completion of the conference, participants will be eligible to earn an **Accounting Fundamentals Certificate**, enhancing their career prospects and expertise in financial analysis.

Targeted Groups:

This conference is ideal for:

- **Staff with Financial Responsibility**
- **Finance Professionals Seeking a Refresher**
- **Individuals Involved in Business Decision-Making**
- **Managers Anticipating Career Development**
- **Strategy and Planning Professionals**
- **Corporate Communication and Investor Relations Professionals**
- **Employees Aspiring to Advance Their Careers**

Conference Objectives:

By the end of the conference, participants will:

1. **Interpret Financial Statements**: Understand how to read and analyze balance sheets, income statements, and cash flow statements.
2. **Analyze Business Performance**: Gain insights into key financial indicators such as profitability, liquidity, and solvency.
3. **Manage Cash and Working Capital**: Contribute effectively to cash flow management and working capital strategies.
4. **Construct Budgets**: Learn how to build precise operating budgets and control costs.
5. **Make Informed Decisions**: Use business cases and financing techniques to enhance decision-making and capital budgeting.
6. **Understand Financial Accounting Essentials**: Grasp core financial

accounting concepts and how they apply to your business.
7. **Speak the Language of Finance**: Gain fluency in financial terminology, allowing you to participate in discussions with finance professionals.
8. **Control Cash Flow**: Understand how to intelligently manage and control cash flows within an organization.

Targeted Competencies:

Participants will develop competencies in the following areas:

- **Financial Statement Comprehension**: Develop the ability to understand and interpret financial statements accurately.
- **Financial Analysis**: Gain proficiency in conducting financial and liquidity analysis using key ratios and performance metrics.
- **Working Capital Management**: Learn strategies for optimizing working capital management.
- **Budgeting Skills**: Master techniques for preparing, monitoring, and analyzing operating budgets.
- **Capital Budgeting Decisions**: Enhance skills in making informed decisions related to capital investment and financing.
- **Enhanced Decision-Making Abilities**: Improve your overall financial decision-making capabilities.

Conference Content Breakdown:

Unit 1: The Basics

- **Understanding Accounting Terminology**: Learn key accounting terms and their significance.
- **Accounting as an Information System**: Understand how accounting serves as a vital information system for businesses.
- **The Accounting Equation**: Explore the core accounting equation and its applications.
- **Generally Accepted Accounting Principles (GAAP)**: Get an overview of GAAP and its importance in financial reporting.
- **Cash vs. Accrual Accounting**: Learn the differences between cash and accrual basis accounting.
- **Cash Flow Statements**: Understand the construction and significance of cash flow statements.
- **Annual Report and Auditors' Role**: Familiarize yourself with the contents of annual reports and the auditor's opinion.

Unit 2: How to Interpret Accounts and Financial Statement Analysis

- **Income Statements and Balance Sheets**: Learn how to construct and analyze income statements and balance sheets.
- **Financial and Liquidity Ratios**: Master key ratios such as liquidity ratios, profitability ratios, and leverage ratios.
- **Cash Conversion Cycle**: Understand the importance of the cash conversion

cycle and its impact on business performance.
- **Working Capital Management**: Learn techniques for managing and optimizing working capital.
- **Du Pont Formula**: Apply the Du Pont formula to assess company performance.
- **Credit Analysis**: Use Z-scores and credit ratings for effective credit risk assessment.
- **Bank Lending Decisions**: Understand the role of financial ratios in informing bank lending decisions.

Unit 3: Planning for Profit

- **Cost Management**: Delve into cost management strategies for business profitability.
- **Cost Reduction and Profit Maximization**: Learn how to identify opportunities for cost reduction and maximizing profits.
- **Fixed vs. Variable Costs**: Analyze the impact of fixed and variable costs on business decisions.
- **Break-even Analysis**: Apply break-even analysis to real business scenarios.
- **Contribution Margin**: Use the contribution margin to develop profitability strategies.
- **Costing Approaches**: Understand methods like absorption costing, marginal costing, and Activity-Based Costing (ABC).
- **Standard Costing**: Implement standard costing techniques for better financial control.
- **Lean Cost Management**: Explore lean principles and their application in cost management.

Unit 4: Budgeting in Today's Competitive Business

- **Budgeting Process**: Learn the importance and steps involved in the budgeting process.
- **Annual Budgeting Cycle**: Understand how businesses prepare, track, and adjust budgets annually.
- **Budget Variance Analysis**: Analyze and address variances between actual and budgeted performance.
- **Contemporary Budgeting Systems**: Explore modern budgeting techniques and systems.
- **Practical Budgeting Tips**: Learn effective budgeting tips from experienced professionals.
- **Variance Analysis**: Conduct variance analysis to assess and manage budget discrepancies.

Unit 5: Cash Flow and Investment Decisions

- **Capital Budgeting**: Learn about the process of capital budgeting and its impact on long-term business decisions.
- **Weighted Average Cost of Capital (WACC)**: Understand how WACC is calculated and its role in investment decisions.
- **Present Value (PV)**: Use PV in forecasting future cash flows.
- **Internal Rate of Return (IRR)**: Learn how to apply IRR in evaluating

investment opportunities.

- **Profitability Index**: Use the profitability index to assess the viability of potential investments.
- **Discounted Cash Flow Analysis**: Master the nuances of DCF analysis in evaluating investment opportunities.

Conclusion:

The **Fundamentals of Finance and Accounting Conference** offers a comprehensive foundation in the essential principles of finance and accounting. Participants will leave the conference equipped with the knowledge and skills needed to make informed financial decisions, confidently engage in financial discussions, and apply best practices in budgeting, cash flow management, and financial analysis within their organizations. The course empowers professionals to navigate complex financial landscapes and play an active role in their organization’s financial success.