

Finance for Non-Financial Managers

Online Short Course

Finance Demystified
for Managerial Success.

Blended Online Programme



**Gordon Institute
of Business Science**
University of Pretoria

Finance for Non-financial Managers is an 8-week short course designed as an accessible gateway to the world of finance, offering participants a comprehensive understanding of its pivotal role in driving business performance. Participants will gain access to the landscape of finance, viewing it through the lens of enhancing organisational success and performance.

The learning journey takes a deep dive into finance fundamentals, empowering participants to decipher financial statements, understand the cost of capital, and make informed finance decisions. This foundational knowledge serves as

a springboard, enabling participants to navigate the complexities of finance with confidence.

The course places a significant emphasis on strategic alignment, underscoring the vital connection between financial strategies and organisational performance. Using relevant and topical case studies, participants delve into real-world scenarios, applying theoretical concepts to practical situations. These case studies serve as a platform for in-depth discussions and reflection on strategy and performance measures, enabling participants to identify and leverage financial metrics to measure success.

COURSE OBJECTIVES

By the end of this course, participants will be able to:

1

Make informed finance decisions, including investment decisions, operational decisions, and strategic financial planning, based on sound financial analysis.

3

Interpret financial statements accurately, conduct ratio analysis, and employ financial metrics to evaluate organisational health and performance.

5

Demonstrate a comprehensive understanding of fundamental finance principles within a business context.

7

Contribute meaningfully to organisational decision-making processes, organisational growth and sustainability through effective financial management.

2

Utilise performance measures, including the balanced scorecard, to assess and enhance organisational performance.

4

Apply theoretical concepts learned throughout the course to practical scenarios, demonstrated through engaging case studies and real-world examples.

6

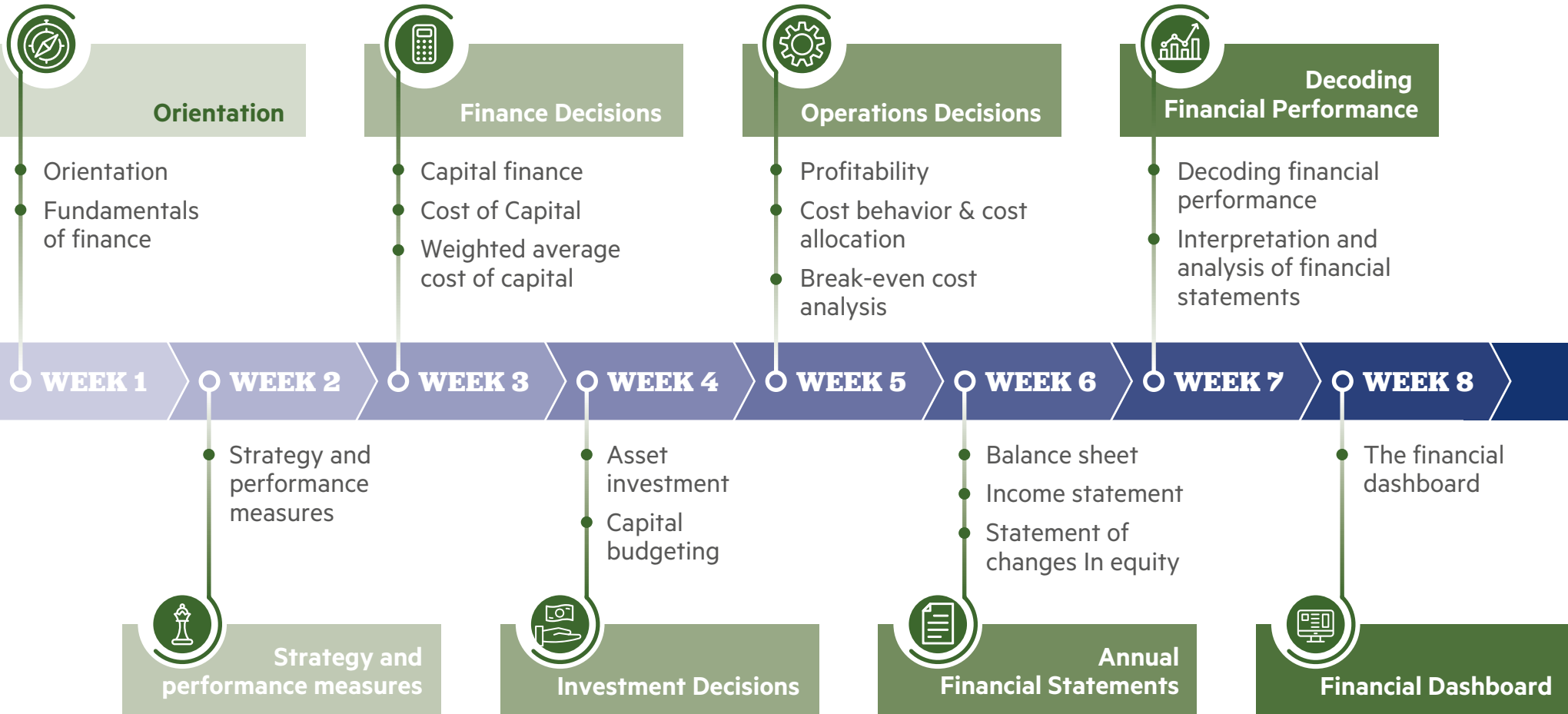
Critically review their own organisation's financial performance and identify areas for improvement.

TARGET AUDIENCE

The course is aimed at individuals from diverse professional backgrounds who aspire to enhance their understanding of finance within a business context. The ideal target audience can be described as follows:

- Non-financial managers;
- Entrepreneurs and business owners;
- Professionals transitioning into finance-related roles; Aspiring managers and leaders; and
- Professionals seeking career development.

PROGRAMME OUTLINE



PRACTICAL APPLICATION

OUTPUT: BE EQUIPPED WITH THE KNOWLEDGE, SKILLS, TOOLS TO REVIEW ANY ORGANISATION'S FINANCIAL PERFORMANCE

LEARNING OUTCOMES

- Understand the concept of finance and its significance in business;
- Identify the role of finance in strategy execution and recognise its contribution to business success; Understand the cost of capital, including the role of debt and equity, and calculate the Weighted Average Cost of Capital (WACC);
- Define capital budgeting, apply methods to evaluate investment decisions, and understand its role in organisational decision-making;
- Explore key operational decision-making processes such as pricing strategies, budgeting, and product mix decisions, using cost behaviour for accurate budgeting and forecasting;
- Interpret annual financial statements, including the balance sheet, income statement, Statement of Changes in Equity, Cash Flow Statement, and Notes to the Financial statements;
- Measure financial performance, understand stakeholder value, and analyse key financial ratios; and Utilise financial dashboards, understand Economic Value Added (EVA) and Stakeholder Theory, and navigate contemporary issues in finance, including ethical, societal, and corporate governance considerations, as well as Environmental, Social, and Governance (ESG) factors.



MODULE 1

Orientation

Orientation

- Orientation introduces you to the GIBS Online campus, onboards you to the programme and initiates your engagement with the GIBS expert faculty and fellow participants. You have the opportunity to familiarise yourself with the programme details, how to approach online learning and the kinds of activities you will encounter during the programme.

Fundamentals of Finance

- Explore the concept of finance and its significance in business
- Align finance with organizational strategy
- Understand the objective of a business, how it is funded and how the funds are applied for the purpose of value creation



MODULE 2

Strategy and performance measures

Strategy and Performance Measures

- You will explore the critical link between performance measures and organisational strategy execution.
- Understand how performance measures contribute to strategy execution
- Identify the role of finance in strategy and performance measures
- Recognise the relationship between strategy execution and business success



MODULE 3

Finance Decisions

Finance Decisions

- Understand the Cost Of Capital
- Gain insights into the Cost of Capital that can be applied to your business or organization
- Understand the role of debt and equity
- Be able to calculate the Weighted Average Cost of Capital (WACC)



MODULE 4

Investment Decisions

Investment Decisions

- Define Capital budgeting
- Understand the importance and role of capital budgeting in business
- Apply methods used to evaluate capital budgeting
- Understand how Capital budgeting assists in organizational decision-making.



MODULE 7

Decoding Financial Performance

Decoding Financial Performance

- Explore the essential aspects of measuring financial performance
- Understand the stakeholder's value
- Determine how to address contemporary issues in finance
- Understand key financial ratios



MODULE 5

Operations Decisions

Operations Decisions

- Explore key operational decision- making such as pricing strategies, budgeting and product mix decisions
- Use cost behaviour as a means to evaluate the profitability of different segments of the business
- Understand how to use cost behaviour for accurate budgeting and forecasting



MODULE 8

Financial Dashboard

Financial Dashboard

- Understand EVA and Stakeholder Theory
- Navigate contemporary issues in finance including ethical, societal and corporate governance.
- Explore ESG considerations and the impact to business

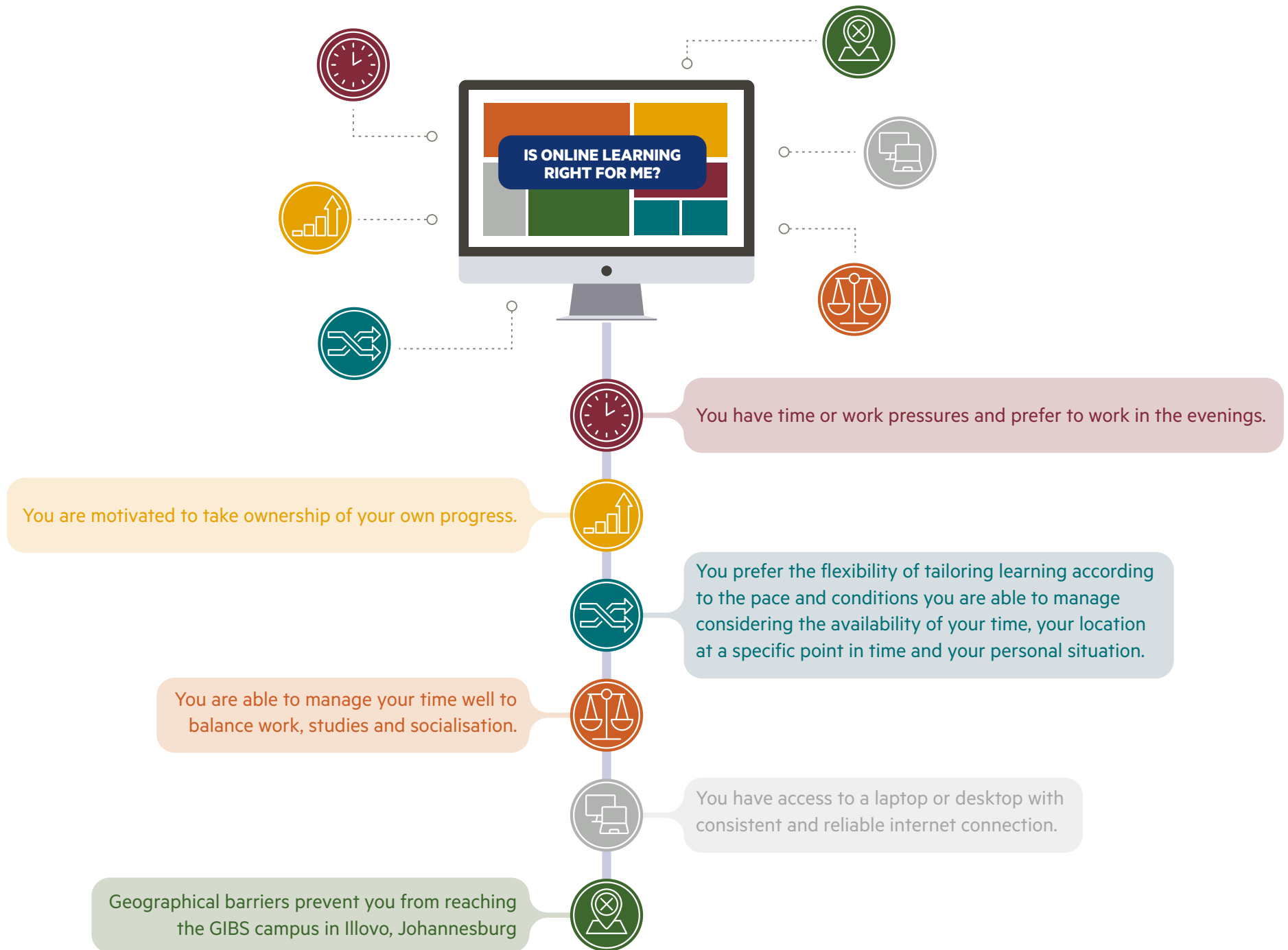


MODULE 6

Annual Financial Statements

Annual Financial Statements

- Understand the role of the balance sheet and its key components
- Explore the income statement and its reporting of the organization's financial performance.
- Unpack the Statement of Changes in Equity, Cash Flow Statement and Notes to the Financial Statements.



PROGRAMME INFORMATION

FACULTY

Mr Thomas Kgokolo is a qualified Chartered Accountant and holds an MBA degree from GIBS where he is also an award-winning lecturer in finance and strategy. He is currently studying towards a PhD in business turnarounds strategies.

Kgokolo has extensive senior management experience, having been CEO at both Air Traffic Navigation Services and South African Airways. He has more than 10 years' experience at a non-executive director level.



Qualifications

- MBA (GIBS)
- BCompt Hons (CTA) (UNISA)
- BCom Accounting (UP)
- CA(SA) (SAICA)



ABOUT GIBS

Founded in 2000, the University of Pretoria's Gordon Institute of Business Science (GIBS) is an internationally accredited business school, based in Johannesburg, South Africa's economic hub.

As the business school for business, we focus on general management and aim to significantly improve responsible individual and organisational productivity and performance in South Africa and our broader African environment through high-quality business and management education. Our purpose is to inspire exceptional performance in our pursuit to make business healthier. The UK *Financial Times* ranked GIBS 32nd globally in the Executive Education Rankings for 2023. In 2023, the GIBS MBA was ranked as having the best reputation among employers and the first choice for students looking to pursue an MBA in the country by the *Financial Mail* Top MBAs Ranking. Quacquarelli Symonds (QS) World University Rankings: Global Executive MBA 2023 ranked GIBS at 65, placing the School's MBA in the top 30% globally. In addition, in 2023, US-based *CEO Magazine* ranked GIBS 18th in its Global MBA Rankings, highlighting the School as a Tier 1 business school.

GIBS is Triple Crown accredited, holding EQUIS accreditation from the European Foundation for Management Development (EFMD), as well as accreditation from the Association of MBAs (AMBA), and the Association to Advance Collegiate Schools of Business (AACSB). GIBS is the 113th business school worldwide to achieve Triple Crown status. In addition, the School is also accredited by the Council on Higher Education (CHE), is a member of the South African Business Schools Association (SABSA), and the Association of African Business Schools (AABS). GIBS is a United Nations Principles for Responsible Management (PRME) Champion and is an affiliate of the Central and East European Management Development Association (CEEMAN).

GIBS is a Level 1 B-BBEE Contributor

For more information, visit www.gibs.co.za

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