FINANCIAL MANAGEMENT FOR NON-FINANCIAL MANAGERS

INTERTWINE WITH FINANCIAL FIGURES

A healthy organisation needs a management team that understands finance. This is non-negotiable. In today's competitive global environment, a minimum of financial knowledge is highly recognised and appreciated by every company, as this simply enables you to make better business decisions.

You would like to have an overview of, and impact on, the happenings in your organisation at a higher level? In that case, you need to know how to deduce interesting information from an annual report, how to draw up a financial report, and how to establish budgets and interpret key financial figures in the blink of an eye.

Your goal is to improve your communication with financial managers and to ask the right questions. You want to go beyond financial figures to demonstrate the performance of your business unit. Do these aims hit the spot?

A COMPLETE PACKAGE

We've put together a complete package, 'Financial Management for Non-Financial Managers' that consists of three programmes:

- Understanding Annual Reports
- Mastering Costs and Budgets
- Grasping Financial Management

Detailed information of each module can be found on our website. Use the content to contribute to the establishment of a sound financial policy in your organisation.

FOR WHOM?

- Professionals
- Functional managers outside finance
- General managers with little prior knowledge of finance

ADDED VALUE FOR YOU AND YOUR COMPANY

- You will master all the essential concepts of the financial statements through our proprietary simulation F.A.S.T.©, Vlerick's Finance & Accounting Simulation Tool
- You will analyse and draw up a financial plan with all the trimmings
- You will be able to comfortably apply the art of Activity Based Costing
- You will be able to allocate costs to the appropriate cost object
- You will now be quite familiar with the investment process and the different selection methods
- You will understand the strategic role of budgets in your company

TURNING KNOWLEDGE INTO ACTION

"The insights on cash flow management and investment were very interesting, but turning the insights into practice thanks to the case studies was an even more valuable eye-opener to me."

Johan De Gendt - Commercial Director at Nicolai Fruit

PROGRAMME DESIGN

You will be amazed by our keenness for practice. Departing from well-founded theory, we illustrate it with practice-based examples, case studies and group exercises.

You will learn not merely from the lectures given by our faculty. Draw inspiration from your participating colleagues. Interaction and exchanging experiences will teach you a great deal.

This programme provides you with an overall picture, and that is unique. You will add up all the basic principles of financial management. You will become familiar with all the components of the balance sheet and annual accounts. And with the guiding principle acquired, you will be able to monitor costs and budgets. For you, this is a good thing, since you will now make the right investment decisions.

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PROGRAMME 1 (p. 6)
UNDERSTANDING ANNUAL REPORTS

- **MODULE 1** INTRODUCTION TO ANNUAL REPORTS
- **MODULE 2** INTERPRETATION OF BALANCE SHEETS AND PROFIT-AND-LOSS ACCOUNTS

PROGRAMME 2 (p. 8)
MASTERING COSTS AND BUDGETS

- **MODULE 1** COSTING CONCEPTS
- **MODULE 2** FROM FULL COSTING TO ACTIVITY BASED MANAGEMENT
- **MODULE 3** BUDGETING

PROGRAMME 3 (p. 10)
GRASPING FINANCIAL MANAGEMENT

- **MODULE 1** FINANCIAL MANAGEMENT
- **MODULE 2** THE INVESTMENT PROCESS

MEET YOUR FACULTY

- **Prof Wouter De Maeseneire** is professor of corporate finance. His research focuses on Company Valuation, Real Options, Initial Public Offerings (IPO) and Private Equity.
- **Prof Sophie Manigart** is professor of corporate finance. Her research interests are in Entrepreneurial Finance, Business Angels, Venture Capital, Management Buy-outs, Private Equity and Corporate Finance.
- **Prof Filip Roodhooft** teaches accounting & control. As Research Dean he is closely involved with many research projects. In addition he specialises in Management Accounting and Total Cost of Ownership.
- **Prof Kristof Stouthuysen** is professor of management accounting and financial accounting. His research focuses on strategic management accounting systems and performance.

APPLY NOW!

PLEASE VISIT WWW.VLERICK.COM/FINANCIAL-MANAGEMENT

PRACTICAL INFO

REGISTRATION

Action! Register online.

Questions? Please contact:

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YOUR CERTIFICATE

If you take part in one of our Executive Master Classes, you are entitled to a certificate from Vlerick Business School.

If you successfully complete an Executive Master Class, you can join the Vlerick Alumni Network, a worldwide network of over 20,000 alumni in more than 100 countries.

CANCELLATION

Consult our cancellation conditions at:
www.vlerick.com/conditions

OUR TEAM IS HERE FOR YOU

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ONLINE REGISTRATION: QUICK & EASY!

Register online via:
WWW.VLERICK.COM/ACCOUNTING-FINANCE

FINANCIAL BENEFITS FOR YOU?

- Special reduction of 10% for gold and platinum members of Vlerick Alumni
- KMO Portefeuille and other governmental subsidies
- Vlerick Social Profit Grants for not-for-profit organisations

You'll find more info at: www.vlerick.com/benefits