

**KIAN**

**Consulting  
&  
Training**

# Finance for Non-Financial Managers

Using



Course Overview



*Dr.*  
**Ehab AbdelHady**  
*Financial Consultant*

# KIAN

Consulting  
&  
Training



## Why should you take this course?

### Decision Making

Every decision in an organization revolves around Finance.

### Manage Business Effectively

If you are an entrepreneur,

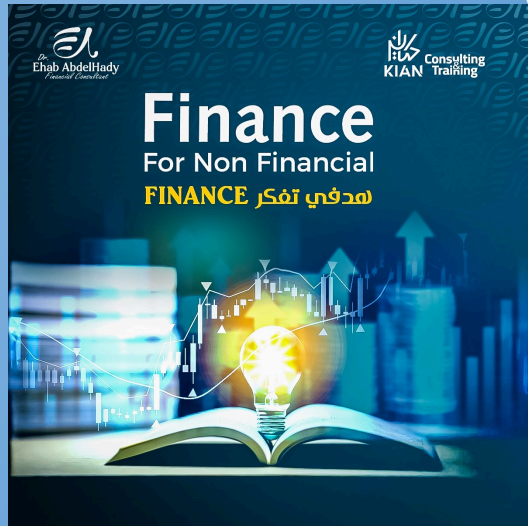
Financial Matters is a crucial to manage your business effectively.

Developing your business vision you should know the meaning of numbers

### Growing in your hierarchy

If you are head of a department like Production / Purchases / Sales, etc.

and if you aspire to grow in your hierarchy, financial knowledge is a must.



## How this course is structured?

### Language

This course is presented in simple language ( English and Arabic )

### Example

This course communicated by practical example and real hands-on example  
uses various interactive learning methods, discussions, and case studies  
that develops the ability to read and analyze financial statements.

## Time Frame

The course is 18 Hours.

## Place & Facilities

You can get this course through :

- ✓ On-Line - Zoom
- ✓ Off-Line ( KIAN Academy 5th settlement )
- ✓ Hybrid ( Off-Line + On-Line)
- ✓ Recorded course

## Learner will get (Package)

- ✓ Handout for every lecture (PDF)
- ✓ Course recorded (videos)
- ✓ Finance Book
- ✓ Simple Excel Model
- ✓ Certificate of attendance from KIAN Academy

# KIAN

Consulting  
&  
Training

## This program is designed for

- ✓ Managers, Senior managers, middle level executives in nonfinancial positions
- ✓ Business decisions involving cost- savings, growth strategies etc.
- ✓ Unit directors from non-finance-based functions such as
- ✓ engineering, marketing, sales, planning, design, logistics.
- ✓ Managers across different industries
- ✓ Business owners



## Who should attend?



# Course Overview

01

## Introduction

(Why Finance for Non-Finance)

03

## Investment Decision

(How to choose best investment )

## Operational Decision

(How to change operations to Numbers )

## Financing decision

(Financing Structure and Sources)

02

Financial Statements

04

05

## Excel Model



Financial Analysis



# KIAN

Consulting  
&  
Training

①

## Introduction

### (Why Finance for Non-Finance)

- ✓ **Finance** (What-Who-Why-How)
- ✓ **Finance Management** (Definition)
- ✓ **Finance** VS **Accounting**



## Course Overview

(Financing Structure and Sources)

- ✓ Source of **fund**
- ✓ **Debit Financing** VS **Equity Financing**
- ✓ **Bank Loan** for business - related aspects
- ✓ **Bond** Clarification
- ✓ **Bond** VS **Stock**
- ✓ Credit rating agency (**S&P-Fitch-Moody's**)
- ✓ (**IPO**) definition
- ✓ Weighted Average Cost of Capital (**WACC**)



(How to choose best investment )

- ✓ **Investment VS Saving**
- ✓ **Short term Investment VS long Term Investment**
- ✓ Time Value of money
- ✓ **Inflation**
- ✓ **Capital Budgeting**
  - Return on investment (**ROI**)
  - Net present Value (**NPV**)
  - Pay Pack Period (**PP**)
  - Profitability Index (**PI**)

✓ **Risk VS Return**

✓ Type of **Return**

Actual Return (**AR**)

Expected Return (**ER**)

Required Rate of Return (**RRR**)

Capital Assets Pricing Model (**CAPAM**)

✓ Type of **Risks**

✓ **Risk** Attitude

---

(How to change operations to Numbers )

---

✓ **Financial Accounting VS Managerial Accounting**

---

✓ **Annual Report** structure

---

✓ **IFRS , GAAP**

---

✓ **Financial Statement**

---

What & Why & for whom

---

Making Process

---

Principals - uses & Implementation

---

Reading skills

---

✓ **Balance sheet**

---

✓ **P&L**

---

✓ **Cash Flow**

---

✓ **Financial Analysis**

---

**Horizontal** analysis

---

**Vertical** analysis

---

**Ratio** analysis

---

Analysis of **liquidity**

---

Analysis of **Profitability**

---

Analysis of **Debit**

---

Analysis of **assets efficiency**

---

Cash Conversion Cycle (**CCC**)

---

⑤

## Excel Model

- ✓ **Financial Analysis** ( Horizontal - Vertical -Ratio)

# وسائل الدفع

# KIAN

Consulting  
&  
Training

## دلوقتي تقدر تستثمر في نفسك وتحجز مكانك بالطريقة الأسهل والأفضل ليك

لأننا وفرنا طرق دفع مختلفة سواء كاش أو بالتقسيط بالشراكة مع Paymob زي:

### الكروت البنكيه بانواعها

✓ كروت ميژه

✓ Master Card

✓ VISA

✓ الدفع عن طريق اجهزه الدفع الذكيه Paymob

### امكانيه التقسيط

✓ عن طريق البنك الخاص بيك

✓ فاليو

✓ امان

### امكانيه الدفع عن طريق المحافظ الذكيه

✓ عن طريق اي محفظه ذكيه مثل ( فودفون كاش )

استثمر في نفسك دلوقتي واختار الطريقة الأسهل والأنسب ليك

الطريقة الأسهل ليك



وسائل الدفع

# KIAN

Consulting  
&  
Training



besmallah@instapay


Powered by **INSTAPAY**

وسائل الدفع




Dr. Ehab AbdelHady  
Financial Consultant


## How To Pay for the course

 Vodafone cash 01003061602 

 Bank transfer QNB 1002239579013

 Instapay ehab.mohamed1977@instapay

 by Visa at Our branch in New cairo

 By installments by a link from paymob

WWW.KIANCONSULTING.NET



## Contact us

### Kian Academy

The Art of earning

One of Kian Consulting Company, LLC  
Which is officially specialized in Financial and management consultant  
KIAN is a legal entity established 10 years ago.

برعايه شركه كيان للاستشارات الماليه والاداريه  
كيان قانوني تم تأسيسها منذ ١٠ سنوات

Tel

01140611942  
01028051810

Address

5 t h Settlement, New Cairo  
South 90, Tolip Hotel Gate 3 - 5th Settlement.

Web  
Email

[www.kianconsulting.net](http://www.kianconsulting.net)  
[info@kianconsulting.net](mailto:info@kianconsulting.net)

# KIAN

Consulting  
&  
Training



## Contact us



# Instructor

CFO | Chief Financial Officer | Expert Healthcare Finance | Finance Transformation | DBA, MBA Lecturer , Instructor | Financial Edupreneur | Finance Trainer | Finance Influencer | Finance Coaching.

## Academic Degrees

### DBA

Doctor of Business Administration 2021

### MBA in Global Finance

ESLSCA 2015

### Faculty of Commerce (English Section)

2002

## Certifications

### CBAP®

Certified Business Analysis Professional

### FMVA®

Financial Modeling & Valuation Analysis

### CBCA®

Commercial Banking & Credit Analysis

### FPWM™

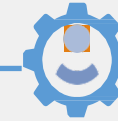
Financial Planning & Wealth Management



## PERSONAL PROFILE

**Name: Dr. Ehab Abdel Hady**

DBA, MBA, CBCA®, CBAP®, FMVA®, FPWM™



## Channels

### LinkedIn:

[linkedin.com/in/ehab-abdel-hady-dba-mba-cbap-®-fmva-®-cbca-®-a325ba28](https://www.linkedin.com/in/ehab-abdel-hady-dba-mba-cbap-®-fmva-®-cbca-®-a325ba28)

### Link Tree

<https://linktr.ee/dr.ehab>



## Experience

### 2021 – Now – TOM Trans Orient for Marketing

- (Al-Khorayef Group) Regional CFO - Africa Region

### 2019 – 2021 SEHA

- (SEHA Hospitals Group) Group CFO

### 2016 – 2018 Cleopatra Hospital

- (Cleopatra Hospitals Group) Financial Controller

### 2013 – 2015 Andalusia Hospital

- (Andalusia Medical Group) Financial Manager

### 2006 – 2012 MAK Break Lining

- El-Kharafi Group – Chief Treasury Officer

### MBA&DBA Lecturer

Egyptian Culture Center

### Academic Board Member- MBA&DBA Lecturer

IFTC Middle east



*Ehab Abdelhady*



## CONTACT INFO

**Email** : ehab\_elhady@yahoo.com.

**Cell Phone** : +20 01004784443

**Age** : 45

**Address** : 5<sup>th</sup> Settlement

 **Dr. Ehab AbdelHady**  
Financial Consultant

# Our Courses

01

**FINANCE** *for*  
**Non-Financial**  
**Managers**

02

*Financial*  
**Budgeting & Forecasting**  
*Course*

**Dr. Ehab M. Abdel Hady**

DBA, MBA, CHFP, CBAP®, FMVA®  
Chief Finance Officer (CFO)  
Financial Expert in Healthcare

MBA, DBA Lecturer  
Finance Trainer



03

*Financial*  
**Feasibility Study**  
*Course*

04

*Financial*  
**Analysis & Reporting**  
*Course*