



Finance for Non-Financial Executives

Overview

Gain an understanding of the financial language of business.
Become proficient in the fundamentals of finance and how to interpret financial figures.

This programme aims to give business leaders and decision makers a strong grasp of finance language, terminology and skills in analysis. The programme empowers non-finance managers to communicate effectively with accountants and finance managers. The programme is designed for anyone who is in charge of a budget and seeks to be more informed with the skills to analyse financial reports and also forecast future performance.

Using practical and real life case studies the programme will explore numbers in business financial statements and reports and provide an understanding of how day-to-day decisions and activities impact the financial performance of your business. Participants will be able to analyse their financial statements and identify how financial performance can be improved. The programme will also boost your literacy with financial language and terminology. Managers will learn how to optimise profitability through effective pricing and will also learn how to evaluate the cost and benefits of investments. They will also learn the key elements of business valuation.

Benefits

- ✓ **Become confident with decisions that impact the finances of your company.**
- ✓ **Understand the terminology and language of finance and accounting.**
- ✓ **Gain a greater understanding of business performance, cash flows, costing and pricing, company valuations and investment benefits.**
- ✓ **The programme aims to equip participants with a tool kits which they can bring to their own company and put into practice immediately.**

Who should do this course

The course aims to empower business leaders with a deep understanding of the financial processes of their company. Any business executive or decision maker who works with budgets and has little to no background in finance would greatly benefit from this programme. Participants of this programme range from owner / managers, senior managers, CEOs and directors who require critical analysis skills in finance for effective communication and informed decisions.

Applications Welcome from:

- ✓ Business leaders who need a deep understanding of the financial processes of their company.
- ✓ Any business executive or decision maker who works with budgets and has little to no background in finance would greatly benefit from this programme.
- ✓ Aspiring managers who wish to develop their capacity to add value to their organisation.
- ✓ Participants of this programme range from owner/managers, senior managers, CEOs and directors who require critical analysis skills in finance for effective communication and informed decisions.



Course content:

Practical illustrations using business data. A clear understanding of how all the day-to-day activities impact the financial performance of their businesses. Become fully familiar with all the key figures in the financial statements. Understand the key metrics of performance and how participant's business has performed against similar businesses. Have a clear understanding of financial terminology.

Participants will learn how to use practical tools to improve the financial performance of their business. Measuring the impact of Volume Growth on Financial performance. Margin Enhancement. Minimising Investment in Assets.

Gain a full understanding of the key factors to be taken into account in making an effective investment decision. Be able to clearly identify relevant cash flows. How the hurdle rate for investment decisions is arrived at. Understand discounted cash flow techniques and be able to use them to evaluate investment decisions. Understand the key elements of company valuation.

Faculty



Hilary Hough

**Programme Director
Adjunct Professor of Accounting,
Trinity Business School**

Hilary Hough is an adjunct Professor of Accounting at Trinity Business School, a certified accountant and chartered director with a wide range of corporate finance, accounting and general management experience. He worked with Bank of Ireland where he held a number of senior positions, including Corporate Lending Manager, Head of the SME Division, Head of Group Public Affairs and Managing Director of Bank of Ireland Finance. Since leaving Bank of Ireland he has provided accounting and financial consultancy and training to senior executives and owner managers in a range of large and small companies and public sector organisations throughout Europe, Asia, the Middle East and the US.

Hilary is non-executive director of IT Alliance Group and Chairman of the Board of Management of the Royal Dublin Society. He is on the audit and risk committees of the Trinity Foundation, the RDS and the IT alliance Group.

Hilary delivers the Financial Reporting for Managers module on the Trinity MBA programme in which he shares his wide range of practical and academic experiences to unveil the mystique surrounding the world of accounting and finance and make it easily accessible, understandable and useable for non financial managers. He also provides finance training to directors and managers in a wide range of large and small businesses throughout Ireland. His book, Accounting and Finance for the Lending Banker became a leading text on the subject for lending bankers both in Ireland and abroad.



Gerard McHugh

**Associate Professor in Accounting
& University Dean of Development
Trinity Business School**

Gerard McHugh is Associate Professor in Accounting at Trinity Business School. He qualified as a Chartered Certified Accountant with the Dublin office of Deloitte, and subsequently he earned his M.A. and Ph.D from the Universities of Sheffield and Loughborough respectively. Gerard has taught for many years at undergraduate and postgraduate levels in the fields of financial analysis, financial reporting, and organisation.

Gerard's primary research interests are financial reporting regulation. He is the author of two books on financial analysis and reporting, and his research has been published in Irish Banking Review, Irish Business and Administrative Research, The European Accounting Review, the Irish Marketing Review, and Organisation Studies.

In 2015, Gerard was appointed Trinity College's Dean of Development where he works with the Provost and Trinity Development & Alumni on all matters related to the College's philanthropic engagement.

Beyond the College, Gerard serves on the international Faculty of Assessors for the Association of MBAs. He chairs the Professional Standards Committee of the Insurance Institute of Ireland and in that capacity is also a member of the Institute's Board of Directors.



Executive Education Open Programmes

Our open programmes are specifically designed for senior executives, business leaders and professionals who want to expand their strategic thinking and knowledge-base to address significant business challenges, gain a competitive edge in their career, feel confident in new roles, or embark on new professional paths. All our courses are practical and involve action-based learning, which participants apply for a long term impact.

About Trinity Business School

Trinity College Dublin has a robust reputation as a leading international university which extends over four centuries. Trinity Business School was founded in 1925 and has had an innovative role in management education and research which both serve and influence industry.

Over the years, our School has played a pioneering role in bringing the MBA to Europe and has created one of Europe's most sought after undergraduate business degree programmes as well as having a series of top ranked MSc programmes. Our Executive Education programmes are designed to deliver impactful learning experiences to business executives so that they can better understand, manage and shape rapidly changing business environments.

How to Apply

Visit www.tcd.ie/business/executiveeducation/ for more information and to apply for this programme.

Over the years, Trinity Executive Education has enabled thousands of business executives to make long-term impact in their organisations. Our courses have helped them hone their leadership, negotiation, and people management skills, as well as strengthen their knowledge in finance, strategy, marketing, communication, and big data. Opportunities for collaboration with international groups of peers have also enriched their learning experience, giving them the additional benefit of expanding their professional network.

Participants leave our courses refreshed and energised, with new skills, tools and thought processes to better understand, manage and shape rapidly changing environments.

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