



مركز القيادات المالي للتدريب

Financial Leaders Training Center



## Finance for Non-Financial Professionals

### An Integrated View of the Financial System



#### Course's language:

Material and slides in EN, elaboration and explanation in EN or AR at the best convenient of participants.



#### Course Fees:

SAR 4,500  
15% VAT will be added



#### Course Duration:

5 days Classroom training.



#### Course Date:

13-17 Sep. 2026



#### Location:

FLTC premises.



#### For registration

Send email to:  
[info@fltctraining.com](mailto:info@fltctraining.com)



#### Target Audience

Professionals without an accounting or financial background



For registration  
click here



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This comprehensive program is designed to represent a qualitative leap in the professional career of each participant. The program is distinguished by providing a holistic and integrated perspective that links financial and accounting concepts with investment tools. This enables participants to gain a deep understanding of financial events and connect them to accounting systems as well as financial and investment instruments.

The program achieves this through the presentation of accounting and financial concepts, in-depth analytical reading of financial statements, and clarification of the relationship between return and risk and their impact on investment and credit decisions.



#### By the end of this course you will be able to:

- ❖ Accounting principles and how to apply them in recording financial transactions and preparing financial statements.
- ❖ The integrated relationship between different branches of accounting, such as financial accounting and cost accounting.
- ❖ The basic financial statements and the importance of linking financial events to the components of these statements.
- ❖ How to use financial analysis tools to analyze financial statements, evaluate organizational performance, and make professional decisions.
- ❖ The Capital Asset Pricing Model (CAPM) and its use in measuring the relationship between return and risk.
- ❖ The time value of money and its impact on project evaluation methods.
- ❖ Capital markets and their role in financing projects, with clarification of the characteristics of stocks and bonds



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### Course Outline



#### **Preparation of Financial Statements: -**

- Components of the accounting system
- Accounting principles and how they are applied to record financial events
- The relationship between financial events and activities and the components of financial statements
- The accounting equation and its use in understanding the accounting recording process
- Understanding the components of the income statement
- Understanding the components of the statement of financial position (balance sheet)
- Understanding the components of the cash flow statement, with emphasis on the difference between profit and cash flow.



#### **Financial Statement Analysis: -**

- Vertical analysis (structural analysis)
- Horizontal analysis (trend analysis)
- Working capital analysis
- Liquidity analysis
- Profitability analysis
- Operating efficiency analysis
- Financial leverage analysis
- Cost–Volume–Profit (CVP) analysis



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### Course Outline



#### Capital Budgeting and Investment Evaluation Methods: -

- Time value of money
- Risk and return relationship
- Analysis of the components of the Required Rate of Return (RRR)
- Investment project evaluation methods, including:
  - Payback Period Method
  - Accounting Rate of Return (ARR)
  - Net Present Value (NPV)
  - Internal Rate of Return (IRR)
- Characteristics of stocks and bonds and their impact on the financing structure and financial statements



#### This course entitles you to attend:



Financial analysis, and cash-flow preparation and analysis.



Financial Modeling



## Khaled El-Sayed

**Vice President at Financial Leaders Training Center (FLTC)**



He brings a wealth of experience to FLTC that will reinforce its strategy of being the kingdom's foremost business and finance training provider.

He is controlling the main activities in FLTC, especially the training activities as he was working as a Training Manager in The Institute of Finance (IOF), the training arm of the Saudi Arabian Monetary Agency (SAMA) in the Kingdom of Saudi Arabia.

Khaled started his career in training as a Faculty Member (Trainer) in Accounting, Finance, and Investment, at the Institute of Banking (IOB-later renamed The Institute of Finance).

Khaled has a long experience in the field of finance as he was working for about 16 years for ANSDK, one of the largest manufacturing company in the middle east.

Khaled has strong experience in financial modeling, planning, and financial restructuring as he was working as Long Term Financial Planning Manager.

Also, he has long experience in feasibility studies, securities valuation, and loan agreements as he was working as Feasibility Study Section Manager.

Khaled has creativity skills, which enables him to design many systems to enhance the performance of the company.

The academic background of Khaled is mainly concentrated in the Finance and Accounting Area.

He got his Master degree, with grade excellent ranked 1st, from the Arab Academy for Science and Technology – Egypt-, and Central Michigan University – USA-.

Also, he got his Post-Graduate Studies (Diploma) in cost accounting, with grade excellent ranked 1st, from Alexandria University – Egypt-, He got his Bachelor degree in Business Administrative, with grade excellent ranked 1st, from Alexandria University – Egypt-, He got his Bachelor degree in Accounting, from Alexandria University – Egypt-

# Finance for Non-Financial Professionals

## An Integrated View of the Financial System



By

# Finance for Non-Financial Professionals

## An Integrated View of the Financial System



By

Mr. Khaled Elsayed



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# FINANCE

FOR NON-FINANCIAL PROFESSIONALS

UNDERSTAND • ANALYZE • DECIDE • GROW