



Finance for Non-Financial Managers – eBook

The role of a financial manager is to maintain a firm's profitability, liquidity and solvency by providing the cash flows necessary to satisfy its obligations.

The financial manager is also responsible for managing a firm's current and fixed assets in conjunction with other functional departments such as marketing and purchasing.

Finance for non-financial managers provides an understanding of the principles of financial management and illustrates how they should be applied in order to create wealth and maximise profit.

Target Market

Finance for non-financial managers is aimed at managers involved in marketing, human resources, information technology and supply chain management, and for professionals such as engineers, architects, attorneys and medical professionals in private practice.

Publication Includes

- Examples of key ideas and concepts
- Exercises after each section in the form of quizzes, multiple choice questions, and case studies.
- Glossary
- Fully searchable text

Publication Content

1. The financial goal of a firm.

- Forms of business organisation
- The financial goal of a firm
- Financial management and accounting
- The functions of a financial manager
- Financial management and the non-financial manager
- The fundamental principles of financial management
- Financial markets and institutions
- The agency problem

2. Understanding financial statements

- Users of financial statements
- Key generally accepted accounting principles
- The classification of financial information
- Recording changes in the financial position
- Summarising financial information in the financial statements
- The auditors' report
- The directors' report

3. The analysis of financial statements

- Types of comparisons
- Caution when using ratios
- Basic financial ratios

4. Profit planning and control

- Cost concepts
- Understanding cost behaviour
- Breakeven analysis
- The budgeting process
- Responsibility centres
- Principles of budgeting

5. The time value of money

- Future value
- Comparing future value and present value
- Present value
- Variations of future and present value techniques
- The role of time value of money in financial management

6. Capital budgeting

- Approaches to decision-making
- Capital budgeting techniques
- Comparison of techniques

7. Financing

- Long-term financing
- The cost of capital
- Financial leverage
- Important considerations in financing assets

8. The management of working capital

- The cash conversion cycle
- Managing inventory
- The management of accounts receivable
- The management of cash

About the Author

Johan Marx is a professor in Financial and Investment Management at Unisa. He has completed Level 1 of the CFA® programme and is the author of five financial management publications. He has presented and published numerous articles both locally and internationally.

System Requirements

- Pentium II or better, running Windows Vista/Windows 7/ Windows 8 (Pro)
- 64 MB RAM, CD ROM drive
- Access to the Internet recommended
- The VirtualBook™ 4.0 Reader will require approximately 80 MB of hard disk space. Additional free disk space will be required for installation of content.
- Course content 4 MB free disk space.