



**BAYES**  
BUSINESS SCHOOL  
CITY UNIVERSITY OF LONDON

## Fees

£1,995 (no VAT is charged)

Includes access to virtual programme site and programme materials.

## Duration

4 days virtual online

## Admissions criteria

Proven management experience. Experience with financials is not a pre-requisite. All candidates must submit an application to ensure a qualified, executive-level cohort experience.

# Finance for Non-Financial Leaders

Increase your influence and ability to lead with an improved understanding of finance

## Programme overview

As a non-financial leader, an understanding of finance and financial reporting are essential in operating, influencing resourcing decisions and leading the business. This programme will provide you with increased confidence and competency to review and assess financial information and decisions, improving your ability to influence resources and articulate business impact with your colleagues and stakeholders.

## Who is the programme for?

The programme is designed for non-financial senior managers and executives who need a practical appreciation and command of basics of finance, financial management, corporate and management metrics and reporting financial impact.

## Focus and structure

The Finance for Non-Financial Leaders programme is divided into three parts and covers four days. The programme is experiential and highly interactive. It employs a combination of teaching methods including lectures, role play, group exercises and practical examples along with cases studies, supported learning, peer and tutor review and reflective work.

## Days 1 - 2: Demystifying the main financial statements

The first two days of this programme demystifies main financial statements from a non-finance user's perspective. You will build your fluency by learning what key accounting and finance terms mean and how to use them when communicating with key stakeholders and gain a better understanding of how profit and cash generation differs. You will learn how companies can lawfully manage their profitability through the use of accounting choices and judgements, and that, in fact, accounting is not a mere straightforward mathematical exercise.

## Day 3: Analysing financial information

In this important session, you will learn how to analyse financial information, with the aim of identifying the three drivers of financial success, both at an industry and company level. You will learn about these key financial success drivers, what influences them and how they contribute to success. You will apply your learning to various company settings to gain an understanding of the drivers of success across different industries and business models.

## Day 4: Informed Decision Making

The final day of the programme exposes you to managerial accounting and how to evaluate the financial impact of a business case. You will explore the importance of concepts such as opportunity costs, sunk costs and contribution for articulating your business case. In addition, you will appreciate how investment decisions are made and learn how to ask value-adding questions and critique the methodologies employed.

## Programme benefits

- Build your confidence in speaking the financial language of your business
- Develop the financial competency to review financial dashboards and contribute in leadership meetings
- Learn how to incorporate a financial impact case
- Improve your ability to communicate financial priorities, measures and issues to benefit the business
- Appreciate the ethical issues and responsibilities of the finance function.

Apply now at  
[bayes.city.ac.uk/execed](https://www.bayes.city.ac.uk/execed)

## Open personal development programmes

- Strategic Decision Making for Leaders
- Leading Digital Transformations
- Developing Your Core Consulting Skills

## World-class faculty lead by:

**Dr. Danielle Lyssimachou**



Danielle is an Associate Professor in Accounting (equivalent to Reader) and Course Director of the BSc Accounting

and Finance degree at Bayes Business School. She is also an honorary lecturer at Manchester Business School, University of Manchester, having previously held a full-time appointment there, and was a visiting professor at EDHEC Business School, France during 2009-13. Danielle holds a PhD in Accounting & Finance from Manchester Business School, an MSc in Industrial and Financial Economics from

the University of Gothenburg in Sweden and undergraduate degrees in Accounting and Marketing from Greece and Ireland. Prior to joining academia she worked as a management accountant in the healthcare sector.

Danielle has extensive experience teaching accounting & finance courses at undergraduate, MSc, MBA and Executive Education level in the UK, the US, the Channel Islands, the UAE, France, Azerbaijan and Indonesia. Known for her passion for teaching, she has received numerous recognitions and awards for her commitment to teaching excellence, including Student Voice Awards for Best Teaching and for Overall Achievement by City, University of London.

## An experience at the heart of global business

Learn with the people shaping markets and leading new trends. Our online programmes are designed with active, collaborative working in mind, channelling London's position as one of the world's great business centres and a hub of creativity and innovation.

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