Accounting and Finance Essentials for Business Managers

6 – 10 December 2026
Istanbul (Turkey)



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Why This Course

Managers are often required to make decisions that affect budgets, resources, profitability, performance, and long-term business direction. To make these decisions well, they need a clear understanding of accounting and finance, even if they do not work directly in a finance role.

Financial knowledge helps managers interpret reports, understand business performance, control costs, evaluate investment opportunities, and communicate more confidently with finance teams and senior stakeholders. It also supports stronger planning, better resource allocation, and more informed strategic decision-making.

This comprehensive 1-week course equips managers with essential accounting and finance knowledge to make better business decisions. Through practical exercises, financial statement analysis, budgeting activities, investment evaluation, and real-world business scenarios, participants will learn how to apply financial concepts with confidence in their managerial roles.

What You'll Learn and Practice

By joining this program, you will:

- Understand key financial accounting concepts and principles.
- Interpret income statements, balance sheets, and cash flow statements.
- Analyze financial statements to assess organizational performance.
- Apply ratio analysis, trend analysis, and benchmarking techniques.
- Understand working capital and financial health indicators.
- Develop and manage budgets for effective resource allocation.
- Apply cost concepts, cost-volume-profit analysis, and variance analysis.
- Evaluate investment opportunities using capital budgeting methods.
- Understand time value of money, NPV, IRR, and payback period.
- Assess risk in investment and financial decisions.
- Understand cost of capital and capital structure.
- Apply financial planning and forecasting tools.
- Connect financial decisions with corporate strategy and business growth.



The Program Flow

Day 1: Financial Accounting Fundamentals

- Introduction to financial accounting concepts.
- Understanding the purpose of accounting in business decision-making.
- The accounting cycle and double-entry bookkeeping.
- Understanding key financial statements: income statement, balance sheet, and cash flow statement.
- Accounting principles and standards.
- How financial information reflects business activity and performance.
- Practical exercise: Reading and interpreting basic financial statements.

Day 2: Financial Statement Analysis

- Ratio analysis and interpretation.
- Profitability, liquidity, efficiency, leverage, and performance ratios.
- Trend analysis and benchmarking.
- Understanding changes in financial performance over time.
- Working capital management.
- Financial health assessment techniques.
- Workshop: Analyzing company performance using financial ratios and trends.

Day 3: Managerial Accounting and Budgeting

- Cost concepts and classifications.
- Fixed, variable, direct, indirect, and controllable costs.
- Cost-volume-profit analysis.
- Budgeting processes and techniques.
- Building budgets aligned with organizational objectives.
- Variance analysis and performance evaluation.
- Practical exercise: Creating and reviewing a departmental budget.

Day 4: Investment Analysis and Capital Budgeting

- Time value of money concepts.
- Understanding present value and future value.
- Capital budgeting techniques: NPV, IRR, and payback period.
- Evaluating investment opportunities.
- Risk assessment in investment decisions.
- Cost of capital and capital structure.
- Workshop: Assessing an investment proposal using capital budgeting tools.



Day 5: Financial Decision-Making and Strategy

- Financial planning and forecasting.
- Linking financial forecasts with business plans.
- Dividend policy and share repurchases.
- Mergers, acquisitions, and corporate restructuring.
- Understanding the strategic impact of major financial decisions.
- Integrating finance with corporate strategy.
- Final activity: Presenting a financial decision-making and business performance improvement plan.

Individual Impact

- Build confidence in reading and interpreting financial reports.
- Improve your ability to communicate financial insights to stakeholders.
- Strengthen budgeting, forecasting, and resource allocation skills.
- Enhance decision-making through practical financial analysis.
- Gain confidence in evaluating investments and business opportunities.
- Develop stronger strategic financial thinking as a manager.

Work Impact

- Improve financial awareness across management teams.
- Support better budgeting, planning, and cost control.
- Strengthen investment evaluation and resource allocation decisions.
- Improve communication between finance and non-finance departments.
- Support more informed strategic decisions based on financial evidence.
- Contribute to stronger profitability, performance, and business growth.

Training Methodology

This program uses a practical and manager-focused approach to make accounting and finance concepts clear, useful, and applicable. Learning methods include:

- Interactive discussions and guided facilitation.
- Financial statement analysis exercises.
- Ratio analysis and benchmarking activities.
- Budgeting and variance analysis workshops.
- Investment evaluation and capital budgeting case studies.
- Financial planning and forecasting exercises.
- Business decision-making scenarios.
- Group work, peer discussion, and practical action planning.



Beyond the Course

Upon completion, participants will be prepared to use accounting and finance tools more confidently in managerial decision-making. They will return ready to:

- Interpret financial reports and explain key insights.
- Create and manage budgets aligned with organizational goals.
- Analyze financial performance using practical techniques.
- Evaluate investment opportunities and business proposals.
- Make more informed, data-driven financial decisions.
- Apply strategic financial thinking to support business growth and profitability.

