USJ 1875 150 ans 2025 Université Saint-Joseph de Beyrouth
Nos racines, notre avenir

Centre de formation professionnelle
Professional Training Center
Université Saint-Joseph de Beyrouth

Certificate

FINANCE MADE VISUAL

Finance for Non-Financial Professionals

Because understanding finance shouldn't require an accounting degree.

Program Overview

Finance is a fundamental driver of business performance, yet many professionals are required to make financially impactful decisions without formal training in finance.
This program equips non-finance professionals with the essential knowledge and tools to understand, interpret, and use financial information with confidence. Through a practical and accessible approach, participants will learn how financial results reflect business operations, how to assess organizational performance, and how to integrate financial thinking into everyday decisions.
By strengthening financial literacy, the program enables participants to contribute more effectively to planning, performance evaluation, and strategic decision-making.

Who Should Attend

- Open to professionals and individuals seeking to build a strong and practical foundation in finance
- No prior background in finance or accounting is required
- Financial concepts are presented through a structured visual approach and real-world examples, making them clear, intuitive, and accessible to all participants

Learning Objectives

1. Demystify key financial concepts for non-finance participants
2. Enable managers and entrepreneurs to interpret financial statements
3. Develop the ability to link operational decisions to financial performance
4. Foster practical understanding through visuals, cases, and real-life examples

Learning Outcomes

By the end of this course, participants will be able to:

- Read and analyze Income Statements, Balance Sheets, and Cash Flow Statements
- Prepare basic budgets and financial ratios
- Make data-driven business decisions using financial tools
- Build a practical financial mindset that supports better planning, control, and strategic thinking
- Identify the financial implications of operational and strategic decisions
- Evaluate a company's financial health using key indicators and performance tools

Meet your Trainer

MR. ELIE SELFANY, CMA, CIA

Certified Management Accountant and Certified Internal Auditor with extensive experience in audit, consulting, and financial training. Elie has designed practical finance programs tailored for business professionals across Lebanon and the Middle East.

Training Modules

1

FINANCE BASICS FOR EVERY PROFESSIONAL

- Understand essential financial concepts and terminology used in everyday business
- Recognize how financial decisions impact profitability, cash flow, and business sustainability

THE THREE FINANCIAL STATEMENTS

- Read and understand the Income Statement, Balance Sheet, and Cash Flow Statement
- Explain how business transactions affect each financial statement

2

3

COSTING, PRICING & BREAK-EVEN ANALYSIS

- Identify cost structures (fixed vs variable) and their impact on pricing decisions
- Calculate break-even point and assess profitability scenarios

RATIOS & FINANCIAL PERFORMANCE

- Use key financial ratios to evaluate profitability, liquidity, and efficiency
- Interpret financial performance indicators to support better decision-making

4

5

BUDGETING MADE SIMPLE

- Prepare simple operational budgets and forecasts
- Analyze budget vs actual results and identify variances

SMART INVESTMENT DECISIONS

- Understand basic investment appraisal tools (ROI, Payback Period)
- Evaluate investment options and assess financial risk

6

7

INTEGRATING FINANCIAL THINKING INTO BUSINESS STRATEGY

- Apply financial insights to strategic business decisions and long-term planning
- Align operational actions with financial goals to improve overall business performance

PROGRAM INFORMATION

Dates

April 17, 22, 24, 27, 29, 2026
May 5, 7, 12, 14, 19, 2026

Duration: 20 hours

Time and Location

Timing: 5:30 – 7:30 pm
Modality: In-person
Location: The Professional Training Center, Campus of Innovation and Sports (CIS), USJ, Beirut

Fees

500 USD

Registration

Deadline: 13 April, 2026

Click here to register

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