USJ 1875
Université Saint-Joseph de Beyrouth

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

CERTIFICATE

FINANCE MADE VISUAL

Finance for Non-Finance Professionals

27-Hour Executive Program

PROGRAM AT A GLANCE

DATES
12, 14, 19, 21, 26 & 29 Jan 2027
2, 4 & 8 Feb 2027

TIMING
5:30 PM - 8:30 PM

DURATION
27 Hours

IN PERSON
CIS, USJ BEIRUT

FEES 590$

ABOUT THIS PROGRAM

An interactive, visually driven program designed to help professionals understand financial concepts without a background in finance or accounting. Through practical examples, visual explanations, and real-life business cases, participants will learn to interpret financial information and make better-informed decisions.

Understanding Financial Statements
Learn to read and interpret income statements, balance sheets, and cash flow statements to understand business performance.

Budgeting & Financial Analysis
Explore budgeting, forecasting, and financial ratios to support planning and evaluate business results.

Cash Flow & Cost Management
Understand working capital, cash flow, break-even points, and cost analysis to improve financial control.

Finance & Business Strategy
Connect financial information to operational and strategic decisions, supporting stronger planning and business performance.

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REGISTER NOW

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PROGRAM AT A GLANCE

A practical learning journey designed to make finance accessible through visuals, real-life examples, and hands-on exercises, helping participants understand financial performance and apply financial thinking to everyday business decisions.

MODULES	LEARNING OUTCOMES	KEY FOCUS
1. Introduction to Finance	• Understand key financial concepts. • Recognize the role of finance in business. • Link operations to financial performance.	• Finance fundamentals • Business performance • Financial mindset
2. Understanding Financial Statements	• Read income statements and balance sheets. • Understand cash flow statements. • Interpret financial information.	• Income statements • Balance sheets • Cash flow statements
3. Budgeting & Forecasting	• Prepare basic budgets. • Understand financial forecasts. • Support planning and control.	• Budget preparation • Forecasting • Financial planning
4. Financial Ratios	• Calculate basic financial ratios. • Evaluate company performance. • Assess financial health using key indicators.	• Financial indicators • Performance analysis • Financial health
5. Working Capital & Cash Flow Management	• Understand working capital. • Analyze cash flow needs. • Improve financial control.	• Working capital • Cash flow • Liquidity
6. Break-Even & Cost Analysis	• Understand cost structures. • Identify break-even points. • Evaluate the financial impact of business decisions.	• Cost analysis • Break-even point • Profitability
7. Capital Investment Decisions	• Understand investment decisions. • Assess financial implications. • Apply financial tools to evaluate opportunities.	• Capital investment • Financial evaluation • Decision-making
8. Integrating Financial Thinking into Business Strategy	• Link financial data to business strategy. • Make data-driven decisions. • Apply financial thinking to planning and performance.	• Strategic planning • Business decisions • Performance improvement

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MEET THE TRAINER



Mr. ELIE SELFANY

Elie Selfany is a Certified Management Accountant and Certified Internal Auditor with extensive experience in audit, consulting, and financial training.

He has designed practical finance programs tailored to business professionals across Lebanon and the Middle East, helping participants develop a clearer understanding of financial concepts and their application in real business situations.

WHO SHOULD ATTEND

This program is designed for professionals and individuals who want to build a solid foundation in finance and better understand the financial aspects of business decisions.

It is particularly relevant for:
- Managers and business professionals
- Entrepreneurs and business owners
- Professionals involved in operational decision-making
- Individuals seeking to strengthen their financial understanding

No prior financial or accounting knowledge is required. The course uses visuals and real-life examples to make financial concepts accessible to everyone.



CERTIFICATE AWARDED

Upon successful completion participants will receive a certificate of completion.