AFRICAN VIRTUAL INSTITUTE OF ACCOUNTANCY

FINANCE FOR

Non-Financial Managers

KNOW YOUR NUMBERS

Build the financial confidence to understand the numbers, ask better questions and make better business decisions.

THREE MICRO BADGES IN THIS PROGRAMME

01

Introduction to Accounting

Where the numbers come from

02

Reading Financial Statements

What the numbers tell you

03

Basic Ratio Analysis

Turning numbers into insight

3 Badges STACKABLE	**6–9 weeks** ESTIMATED	**Online** SELF-PACED	**Junior to mid** MANAGER LEVEL

Understand the numbers. Ask better questions. Make better decisions.

AVIA PROGRAMME RATE

R3,600

SAVE R900

01 Why this programme?

Not everyone in business is a finance professional, but every manager makes decisions that have financial consequences. Whether you manage people, projects, operations, sales, marketing or your own business, you need to understand the financial information behind those decisions.

You won't be expected to become an accountant. Instead, you will learn to speak the language of finance, understand the numbers that matter, and use financial information to make better-informed business decisions.

The programme takes you from the fundamentals of accounting to confidently reading financial statements and using financial ratios to assess business performance.

02 Your learning journey

Three Micro Badges, designed to build your knowledge progressively.

01

Introduction to Accounting

2–3 WEEKS

Understand where the numbers come from.

Learn the fundamentals of accounting, how business transactions are recorded and why accounting information matters.

02

Reading Financial Statements

2–3 WEEKS

Understand what the numbers are telling you.

Learn to read the key financial statements and use annual reports to understand the financial position and performance of a business.

03

Basic Ratio Analysis

2–3 WEEKS

Turn financial information into business insight.

Use simple financial ratios to assess profitability, liquidity, debt and working capital, and identify potential financial red flags.

THE RESULT

Understand → Interpret → Analyse → Decide

By the end of the programme you will have a practical foundation for using financial information in your day-to-day management and decision-making.

03 What will you be able to do?

By completing the programme, you will be able to:

- ☑ Understand basic accounting concepts and terminology.
- ☑ Read and interpret the major financial statements.
- ☑ Use financial statements and annual reports to identify meaningful business information.
- ☑ Assess profitability, liquidity, debt and working capital.
- ☑ Ask better questions when engaging with finance teams and accountants.
- ☑ Explain how common business transactions affect financial position.
- ☑ Know what assets, liabilities, equity, revenue, expenses, profit and cash mean in practical terms.
- ☑ Calculate and interpret basic financial ratios.
- ☑ Identify financial trends and potential red flags.
- ☑ Use financial information to support better business decisions.

04 Who is this for?

This programme is for you if you are a non-finance professional who needs to understand the financial side of business. It is particularly suited to:

Business owners & entrepreneurs | Managers & team leaders | Administrative professionals | Project managers | Sales & marketing professionals | Human resource practitioners | Operations managers | Professionals working with finance teams | Anyone improving their financial literacy

You don't need to be an accountant.
No formal accounting qualification is required. The programme is designed to make financial concepts accessible, practical and relevant to non-finance professionals.

05 What do I need before I start?

- ▲ General business awareness and professional work experience.
- ▲ Basic numeracy: arithmetic, percentages and simple calculations.
- ▲ The ability to read and interpret documents in English.

RECOMMENDED EXPERIENCE

Aimed at professionals with approximately two years of experience in areas such as management, engineering, HR, marketing, legal, operations or entrepreneurship. Experience working with finance teams, managing budgets or running a business is beneficial, but not required.

MICRO BADGE 01 Estimated 2–3 weeks

Introduction to Accounting

Get comfortable with the language of accounting.

This badge introduces the world of accounting: what it is, why businesses need it and how it works. You will develop a practical understanding of the accounting equation, how transactions are recorded and why businesses need accounting systems.

YOU WILL LEARN TO

- Explain what accounting is and why businesses need it.
- Apply the accounting equation to see how transactions change financial position.
- Identify the main categories in a chart of accounts.
- Understand the difference between cash and accrual accounting.
- Explain the role of accountants and the duty to maintain records.
- Understand who uses accounting information and how it supports decisions.
- Explain double-entry bookkeeping in simple terms.
- Recognise common transactions: sales, purchases, payments and receipts.
- Identify common South African accounting software and its role.

THE PRACTICAL TAKEAWAY

You will understand where the financial numbers come from, and what they mean.

MICRO BADGE 02 Estimated 2–3 weeks

Reading Financial Statements

Stop reading financial statements as a foreign language.

Understand the major financial statements in practical business terms, using real South African company examples. You will also learn what auditors do, what their opinions mean and how to extract useful information from annual reports.

YOU WILL LEARN TO

- Identify the components of a complete set of annual financial statements.
- Read a Statement of Financial Position: assets, liabilities and equity.
- Read the Statement of Cash Flows: operating, investing and financing.
- Understand the purpose of the directors' report.
- Apply these skills to real South African company annual reports.
- Understand the purpose of each financial statement.
- Read the Statement of Profit and Loss, from revenue to profit.
- Identify key information in the notes to the financial statements.
- Interpret different audit opinions and understand what they mean.

THE PRACTICAL TAKEAWAY

You will be able to look at a company's financial statements and understand what the numbers are telling you.

MICRO BADGE 03 Estimated 2–3 weeks

Basic Ratio Analysis

Turn financial numbers into business insight.

Knowing how to read financial statements is only the beginning. This badge introduces simple financial ratios that help you assess the health and performance of a business. Rather than memorising formulas, you will learn what each ratio tells you and why it matters for business decisions.

YOU WILL LEARN TO

- Explain what financial ratios are and why they matter.
- Calculate and interpret liquidity ratios, and assess short-term obligations.
- Calculate and interpret efficiency ratios, and assess working capital.
- Compare performance against competitors and industry benchmarks.
- Calculate and interpret basic profitability ratios.
- Calculate and interpret leverage ratios, and assess the level of debt.
- Compare ratios over different periods to identify trends.
- Identify potential red flags and their implications for decisions.

THE PRACTICAL TAKEAWAY

You will be able to ask: is this business financially healthy, and what should I investigate further?

06 How will you learn?

The programme combines flexible online learning with practical application.

Self-paced online

Work through the material at a time and place that suits your schedule.

Short videos

Facilitators explain key concepts and demonstrate practical applications.

Workplace examples

Connect financial concepts to situations you meet at work.

Tutor on Call

Set times when you can call a tutor with your questions.

Knowledge checks

Test your understanding as you progress through the programme.

Practical application

Activities and assessments that build workplace-ready skills.

07 How will you be assessed?

For each Micro Badge, you will complete:

A

Multiple-choice assessments

Check your grasp of core concepts as you go.

B

Essay-type assessment

Explain and apply concepts in your own words.

The assessments are designed to test not only what you know, but your ability to apply financial concepts in practical situations.

08 What will you receive?



- A digital **Micro Badge** for each Micro Badge you complete.
- A **Finance for Non-Financial Managers Micro Certificate** on successful completion of all three badges.

09 Your investment

Three Micro Badges. One complete learning journey.

FULL PROGRAMME
~~R4,500~~

AVIA PROGRAMME RATE
R3,600

SAVE R900

Enrol in the full three-badge journey and build your financial capability progressively, from understanding where the numbers come from, to reading financial statements and turning financial information into practical business insight.

THREE BADGES. ONE JOURNEY.

Know your numbers. Build your financial confidence.

Enrol now and start building your financial capability.

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