Finance & Business Acumen · FB195

Finance & Accounting For Office Administrators & Secretaries

Dubai · 13 - 24 Dec 2026

Date **13 - 24 Dec 2026**	Venue **Dubai**	Duration **2 Weeks**
Fee **£5,800 GBP**	Ref **FB195**	Language **English**

Introduction

This training course introduces finance and accounting to those who have no prior knowledge of the business. The delegates will be instructed to establish operational and financial processes. Participants in this training course will gain a better understanding of the necessary finance and accounting terminology. They will also learn about the principles and techniques of accounting systems through practical examples and activities.

The overall goal of this Finance & Accounting for Office Administrators & Secretaries program is to ensure that those who attend will be able to present their roles in the workplace more productively and efficiently.

This training course will be highlighted:

- The Basic Principles of Accounting obviously described
- Awareness and Trust in Accounting for a series of business matters will be improved by utilizing straightforward work examples
- Easy but Effective Devices for Analyzing your Business Achievement and Position
- Essential Management Accounting Principles that support to assure your business is effective and useful
- How and Why the Use of Resources can support managing overall business destinations and objectives?

Course Objectives of Finance & Accounting for Office Administrators & Secretaries

At the end of this training course delegates will achieve:

- Recognize the significance of the accounting and finance role
- Learn accounting for routine business affairs
- Be capable to provide simple financial audits
- Be qualified to analyze company performance utilizing fundamental ratios

- Be knowledgeable about costing and budgeting methods to have efficiency and profitability

Course Methodology of Finance & Accounting for Office Administrators & Secretaries

This training course is highly interactive; in the first assembly, you will be working on design activities and problem-solving. You will be asked to connect the training location to your office and organization.

This training course will employ a variety of training methodologies, such as short performances with opportunities for question and recognition, activities and mini-cases to develop awareness and skills, and group analyses where you can share your ideas and experiences with your fellow participants.

Organizational Impact of Finance & Accounting for Office Administrators & Secretaries

As a result of attending this training course, your employees will accomplish to:

- Be capable to make more useful contributions to workplace meetings and proposals
- Have the awareness and ability to support their managers more efficiently
- Understand the quality of finance and accounting within their organization
- Be motivated to utilize their received skills and knowledge to supplement value to their function within the organization
- Know and be capable to interpret basic financial statements and records
- Be more ready to take ownership of financial responsibilities in their organizational function

Personal Impact of Finance & Accounting for Office Administrators & Secretaries

What will the employee increase from attending this training course?

- You will collect skills and experience that will help your Advancement within the Organization
- You will develop your Working Position
- You will convert more knowledgeable of the major effects facing your Business
- It will allow you to further your Professional Experiences
- It will allow you to liaise efficiently with Line Supervisors and other Activities
- It will develop your status in the Organization as those throughout you to understand and appreciate your awareness and understanding

Target Audience of Finance & Accounting for Office Administrators & Secretaries

This training course is fitting for a wide range of non-financial employees within the organization.

It is planned for those who subscribe to and practice, all types of financial information within the organization.

Examples comprise:

- Secretaries

- Office Administrators
- Personal Assistants and Executive Assistants
- Administrative Professionals and Support Staff
- Production and Marketing Professionals
- Anyone wanting to develop or refresh their knowledge and understanding of finance and accounting processes and terminology

Course Outline of Finance & Accounting for Office Administrators & Secretaries

DAY 1

Introduction to Finance and Accounting

- The Three Meanings of Finance
- How Finance supports the Roles of Office Administrators and Secretaries?
- The Two Types of Accounting – financial (external) and management (internal)
- The Basic Principles of the Double-entry Financial Accounting System
- How to Record Transactions in the Financial Accounting System?
- The Contribution made by Office Administrators and Secretaries

DAY 2

The Financial Statements

- Understanding the Income Statement
- The Four Levels of Profit, and What They Signify
- Understanding the Balance Sheet
- Measuring the Consumption of non-current assets by Depreciation, Amortization, and Impairment
- What is Inventory, and how is it Valued?
- The Cash Flow Statement – Why We Need It, and How it is Prepared

DAY 3

Evaluation of Financial Statements

- The Annual Reports of Public Companies – format and content
- Who are the Company Stakeholders and What are their Information Needs?
- Why did we need to analyze these reports in order to understand them?
- How to Calculate Accounting Ratios?
- How to Use Ratio Analysis to Assess Performance?

DAY 4

Introduction to Management Accounting

- Collecting and Analyzing Costs for the Management Accounting Database
- Understanding Direct Costs and Indirect Costs
- Preparing Cost Structures for our Products and Services
- Using Cost Structures to determine our Break-Even Point
- Making Cost-Effective Decisions using Cost-Volume-Profit Analysis

DAY 5

Budgets

- Why do we need budgets? – The Link between Corporate Strategy and Operations at All levels of the Organization
- The Budget Preparation Process – Timetables, Documentation, and Procedures
- Preparing a Departmental Budget
- Preparing the Cash Budget
- Comparing Actual Performance with the Budget using Variance Analysis
- The Essential Role of Office Administrators and Secretaries in Budget Preparation

Day 6

The Nature of PR and how it Intersects with Media and Journalism

- An overview of business communication and public relations.
- The six points model of public relations planning
- How media and journalism fit into public relations.
- Managing traditional media and electronic media relations.
- Understanding the importance of the audience.
- Establishing objective communication efforts.
- Budget - staff, time, material and money.
- Evaluating the communication program's success.

Day 7

Press Release and News Release, International Standards

- Media handling
- Press release VS news release
- The art of writing a press release using the 6 C's of communication
- The journalism code of truth
- Public relations society in America and its norms
- PRSA code of ethics and public relations industry ethics.
- Trading between PR international norms and interests.
- Society of Professional Journalism (SPJ) international standards.
- Public opinion and how to measure it.
- Propaganda models of communication
- Media handling during the process of crisis management

Day 8

Business Communication and Public Relations as a Part of It

- Corporate communication and public relations
- Marketing communication VS public relations
- The internal audience and employees relations
- Consumer relations and effective customer relations management
- Multicultural community relations.
- Government relations
- International relations

Day 9

Globalization and Its Effect on Public Relations

- The environment's complexity, globalization, and the effect of technology.
- Social media platforms, and how to handle them effectively.
- Multimedia age of business communication.
- Events as part of your public relations.
- The importance of events, types, venues, and purposes.
- Employing events to serve the overall organizational message
- Corporate social responsibility and how it serves the message.
- Building a supportive community for your core message.

Day 10

Designing a United Campaign Theme, Bringing it All Together

- Understanding the core messages
- Assessing the need for PR efforts and researching your audience.
- Planning the campaign/program with standards of quality and theme.
- Choosing the best strategy to deliver your message.
- Implementing the campaign/program.
- Evaluating the campaign/program's effect on the audience.
- Keeping the core message in each stage.
- Virtual campaign design based on participant capacities and professional background.

Register or ask about this course online
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