



Schulich
School of Business
Executive Education Centre

Register for
an Upcoming
Session:

December 13 - 15, 2017
May 2 - 4, 2018

What The Non-Financial Manager Needs To Know About Financial and Managerial Accounting

A complete introduction for managers, directors and administrators.

Our Participants Say it Best:

"This course simplified business finances. Every manager, regardless of your department, should take this course!"

M. Paris, Supply Chain Manager,
Aryzta Canada

"This course gave me a practical understanding of financial reports. This was invaluable to the management of my company."

J. Lenk, EVP,
Util Group

"Having had no prior formal financial training, I found this course enlightening. All the subject matter was explained in simple and relevant terms. I would absolutely recommend this course to anyone."

D.T. Reid, Director,
Nuclear Site Security,
Ontario Power
Generation

SEEC Moments of Insight include:

Analyzing financial ratios, including liquidity and profitability, for improved decision-making.

When to be skeptical of product/service costing methods so you can better evaluate results.

Business unit planning and budgeting: operating and cash budgets, and performing evaluations.



Register Today / Complete Details

seec.online/11586



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21 PDUs*

What The Non-Financial Manager Needs To Know About Financial and Managerial Accounting

Support your business decisions with financial back-up!

Our premier financial and managerial accounting course for business leaders!

This seminar has been designed to transform the non-financial manager into a more effective team member who can **propose, analyze and evaluate financial decisions**. It does so by providing clear examples of the content, concepts and terminology of financial systems, making them easy to understand and apply immediately at your workplace. **An ideal course for leaders who must frequently apply financial tools to analyze their own problems and projects.** Plus it features our highest-rated instructor to help make your financial learning practical and enjoyable.

Top Take-Aways

1. **What to look for in a corporate report** and how to analyze that information to put it to your advantage
2. **How to talk to financial people** in your language – and their language
3. How control systems **should work** and how they actually **do work**
4. How to make **capital budgeting and investment decisions**
5. How to clarify who is responsible for what parts of an organization's financial strategy – in order to know **who to approach with your concerns**
6. How to evaluate **both short and long term operating decisions** using financial data
7. How to prepare **operating budgets, cost budgets and capital budgets**

Who Should Attend

This seminar will particularly benefit those who frequently use financial and accounting information in their decision-making processes, and who wish to gain a better fundamental understanding of financial systems. **No previous accounting or financial background is required**, however, a very basic knowledge of accounting would be useful. Regularly attended by:

- Business owners and general managers
- Corporate and administrative managers
- Sales and marketing managers
- Public sector officers
- Association and non-profit managers
- Plant and operations managers
- Purchasing managers
- Divisional and business unit managers

Need an Advanced Financial Course? SEEC now offers *Financial and Managerial Accounting for Non-Financial Managers: Beyond the Basics*. For more information, please visit seec.schulich.yorku.ca.

Overview of Learning

The Financial Reporting System

- Introduction to the financial reporting system; Purpose and scope of course
- The basic financial statements: Balance sheet; Income statement; Statement of retained earnings; Statement of changes in financial position
- Accounting on a cash and an accrual basis
- Reconciling earnings flows and cash flows
- The basic accounting system

Reading Corporate Annual Reports

- Concepts, models and terminology
- How to read: balance sheet; the footnotes; the income statement; the statement of changes in financial position

Key Elements of Financial Statements

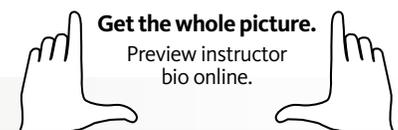
- Inventory and fixed assets
- Effects of alternative accounting methods

The Financial Information System

- The behaviour of costs
- Cost analysis
- Absorption versus direct costing
- Budget and actual costs
- Benefit/cost analysis

Capital Budgeting and Investment Decisions

- Decision models and criteria
- Cost of capital
- The capital budget
- Post implementation evaluation



Get the whole picture.
Preview instructor bio online.

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More Questions? Get in Touch!

Tel.: 416.736.5079 | 1.800.667.9380
or email exceedinfo@schulich.yorku.ca

* PMI Talent Triangle PDU breakdown: Technical: 14 • Strategic and Business Management: 7

Dates & Locations:

December 13 - 15, 2017
Executive Learning Centre

May 2 - 4, 2018
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Registration Fee:

\$3,450 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change