



Schulich
School of Business
Executive Education Centre

Register for
an Upcoming
Session:

July 8 - 10, 2020
December 7 - 9, 2020

Financial and Managerial Accounting for Non-Financial Managers: *Beyond the Basics*

*Use financial analysis to support your key strategic
business, management and resource allocation decisions.*

Our Participants Say it Best:

*"An incredible course
which lets you apply the
content delivered directly to
your work."*

K. Charteris,
General Manager,
YMCA Ontario

*"This course takes the
mystery and fear out
of basic financial and
managerial accounting
by carefully explaining
concepts and providing
the practical tools needed
to understand corporate
decision making and
financial analysis."*

V. Daggupati,
Team Lead and
Policy Advisor,
Ministry of Economic
Development

*"This course provides
excellent building blocks to
understand the financial
side of business, for
managers who are not
accustomed to financial
balance sheets."*

M. Shirley,
Project/Technical
Manager,
Siemens Energy

SEEC Moments of Insight include:

Translating the activities of an organization into an objective picture of performance, problems and prospects.

Key opportunities, problems and issues which emerge from financial statement and ratio analysis.

Financial techniques for forward capital budgeting to support key resource decisions.



21 CPD

Register Today / Complete Details

<https://seec.online/12668>



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Financial and Managerial Accounting for Non-Financial Managers: *Beyond the Basics*

Build on your financial management strengths

Make key financial resource decisions based on insightful financial analysis.

Accounting is the scorecard of any business, and correctly understanding financial information will help you **measure performance, plan future action and make better business decisions**. This course is **designed for any leader who has received some basic exposure to accounting** and financial statements, and wants to apply more advanced techniques into their everyday decision-making process. You will receive a **detailed framework for analyzing financial statements** which will allow you to apply your course learnings around your own planning and capital budgeting issues.

Top Take-Aways

1. **Study operating costs** to identify how a business is competing
2. Use a **turn-key financial statement analysis** framework
3. **Measuring the financial strength** of an organization
4. **Support your business decisions** with sound financial back-up
5. Understand why managers need a **balanced scorecard** to manage value creation and improve performance
6. Design an **activity-based costing system** that links resource costs to key organization activities
7. Understand the financial techniques used by an organization to **assess capital projects**
8. Identify what **financial information you regularly need** and a turnkey process to get it

Who Should Attend

- Directors, VPs and divisional managers responsible for the profit and performance of their departments
- Business owners, partners and GMs who need to regularly evaluate their organization's financial stability
- Managers who oversee organizational budgets and capital cost decisions
- Investment planning professionals who need a system for analyzing business performance and shareholder value

Please note, this is not an introductory financial course.

This course builds on the concepts introduced in our level-one financial course *What the Non-Financial Manager Needs to Know About Financial and Managerial Accounting*. It is highly recommended participants take it first. For more information, please visit our website.

Overview of Learning

Using Financial Information for Key Management and Strategic Decision-Making

- What financial statements tell us about business performance, problems and future health; key steps to interpreting the numbers; evaluating costs and customer profitability; making key resource allocation and capital decisions

Financial Accounting

- A guide to understanding key financial statements: balance sheet; income statement, statement of cash flows

Conducting Financial Statement and Ratio Analysis

- Introduction to the financial statement analysis framework; review the calculation and interpretation of key financial ratios; what key opportunities, problems and issues emerge?

Shareholder Value and Responsibility Accounting

- Defining shareholder value and its application to business; calculating the cost of capital; discussing methods of improving shareholder value

The Balanced Scorecard Approach to Improving Business Results

- Improving business strength by setting standards in all areas of your organization; the purpose and framework of balanced scorecard

Analyzing Your Costs Using Activity Based Costing

- How managing cost impacts every aspect of a business; the shortcomings of traditional costing systems; understanding the components of cost

Continues online

Dates & Locations:

July 8 - 10, 2020
Executive Learning Centre

December 7 - 9, 2020
Miles S. Nadal Management Centre

Registration Fee:

\$3,550 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A corporate rate is available 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
- Complete registration details at seec.online/FAQ

Get the whole picture.

Preview complete course content and instructor bio online.

Complete Details / Register Today

<https://seec.online/12668>

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