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.

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.

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. Daggupaty, 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

Register Today / Complete Details
https://seec.online/12668
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

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

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.