



Schulich
School of Business
Executive Education Centre



Online
Virtual
Classroom

**Register for
an Upcoming
Session:**

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

A complete introduction for managers, directors and administrators.

Please see website for upcoming session dates.

Featuring the new, secure ZOOM video-conferencing platform. You'll benefit from:

- Multi-modal delivery of materials
- Engaging activities and interactive exchanges
- Breakout discussions with the instructors and your fellow participants

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.

Our Participants Say it Best:

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

J. Lenk,
EVP,
Util Group

"This course was incredibly educational, led by an extremely engaging and charismatic instructor. Extremely informative material that can easily be referenced for future use."

Shelley J. Shaw,
Enterprise Activity,
Pitney Bowes



21 PDU*



21 CPD

Register Today / Complete Details

<https://seec.online/13179>



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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.

Support your business decisions with financial back-up!

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**

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.

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
- Plant and operations managers
- Purchasing managers
- Divisional and business unit managers

Instructor

Beppino Pasquali, CPA, CA, is a chartered accountant and top-rated instructor with both the Institute of Canadian Bankers and Schulich School of Business. His instructional style makes financial concepts easy to understand.

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

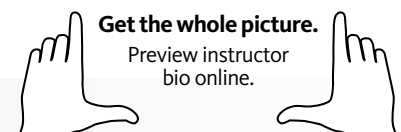
- Inventory and fixed assets
- Effects of alternative accounting methods

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

Upcoming Dates:
Please see website.

Registration Fee:
\$3,550 + applicable taxes

Complete registration details:
seec.online/FAQ

Technical Requirements:
seec.online/techreq