



Schulich
School of Business
Executive Education Centre

Featuring
a two-step
learning path
to suit your
needs!



Online
Virtual
Classroom

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

Please see website for upcoming session dates.

Delivered via the new, secure ZOOM video-conferencing platform. Participants will benefit from engaging activities and interactive exchanges with the instructors and fellow participants.

Who Should Attend

COURSE 1: Fundamentals

This seminar will benefit those 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.

COURSE 2: Advanced

This course builds on the concepts introduced in our FUNDAMENTALS programs. It is highly recommended participants take it first.

The programs are regularly attended by:

- Sales, marketing, operations and purchasing managers who oversee organizational budgets and capital cost decisions
- 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

1 COURSE 1: FUNDAMENTALS

A complete in-depth introduction to the content, concepts and terminology of financial systems in order to make more informed business decisions.

2 COURSE 2: ADVANCED

Deepen your knowledge of financial analysis to support key strategic business, management and resource allocation decisions across the organization.



21 PDU*



21 CPD



21 CPD

Register Today / Complete Details

<https://seec.online/13228>



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COURSE 1: FUNDAMENTALS

COURSE 2: ADVANCED

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**

Overview of Topics

- The Financial Reporting System
- Reading Corporate Annual Reports
- Key Elements of Financial Statements
- The Financial Information System
- Capital Budgeting and Investment Decisions

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 wants to apply more advanced techniques in 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

Overview of Topics

- What Financial Statements Tell Us About Business Performance, Problems and Health
- Financial Statements and Ratio Analysis
- Shareholder Value and Responsibility
- The Balanced Scorecard Approach
- Analyzing Cost Using Activity Based Costing
- Effective Capital Budgeting



Register Today!

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

Upcoming Dates:
Please see website.

COURSE 1: Fundamentals (3 days)
Registration: \$3,550 + applicable taxes

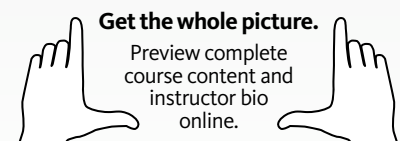
COURSE 2: Advanced (3 days)
Registration: \$3,550 + applicable taxes

Complete registration details:
seec.online/FAQ

Technical Requirements:
seec.online/techreq

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.



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