

Grow your career.  
Level up for the future.

# Financial Fluency for Non-Financial Managers: Advanced

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



Schulich  
School of Business  
Executive Education Centre

YORKU



# Financial Fluency for Non-Financial Managers: Advanced

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

This course is an ideal introduction to financial accounting for leaders who make key financial resource decisions and require a formal process for conducting financial analysis.

**Grow your career.**  
**Level up for the future.**



Mastery in 2 days



Book this course online:  
[sec.online/Financial-Fluency-Advanced](https://sec.online/Financial-Fluency-Advanced)





## Financial Fluency for Non-Financial Managers: Advanced

Financial accounting is the scorecard of any business - 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.



Mastery in 2 days



Book this course online:  
[seec.online/Financial-Fluency-Advanced](https://seec.online/Financial-Fluency-Advanced)

# Program Highlight



## 2-day Sessions

9:00 am - 4:00 pm



## Online

Entirely Virtual



## CE Credits

21 HRP-CPD Hours



## Key Report Analysis

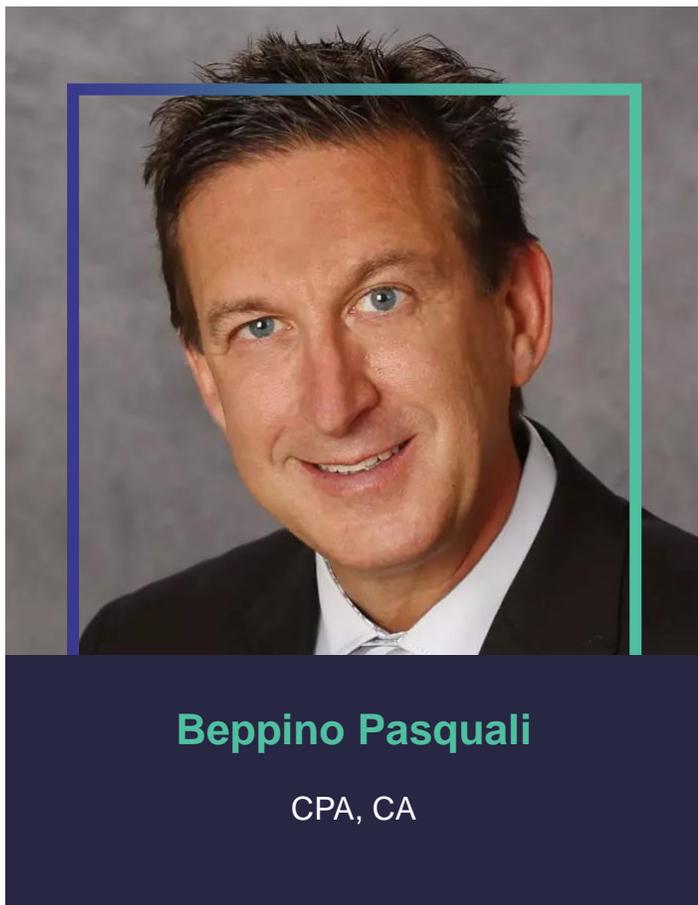
Learn about key corporate reporting methods and budget reports



# Program Faculty

Beppino Pasquali is a Canadian chartered professional accountant with 20 years' experience in accounting and taxation for small to medium-sized companies. He advises clients in achieving growth and shareholder value. His considerable experience is evident in the seminar as he incorporates real life cases.

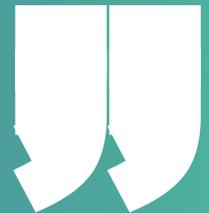
Beppino lectures in the Kellogg-Schulich EMBA and MBA programs in the field of financial and managerial accounting, and at the Schulich Executive Education Centre (Schulich ExecEd). He has trained hundreds of sales and customer service representatives, managers, executives and professionals. His "Financial and Managerial Accounting for Non-Financial Manager" course is one of the most attended courses at Schulich ExecEd.





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

- K. Charteris, General Manager, YMCA Ontario



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# Program Content



## PART 1 – Using Financial Information for Key Management and Strategic Decision-Making

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### What Financial Statements Tell Us About Business Performance, Problems and Future Health

- How accounting is the scorecard of business
- Translating the activities of an organization into a set of objective numbers that reveal a firm's performance, problems and prospects
- Key steps to interpreting the numbers
- Evaluating costs and customer profitability
- Making key resource allocation and capital decisions
- Measuring performance across all departments using a balanced scorecard

## PART 2 – Financial Accounting

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### 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
- Hands-on exercise: participants, working in groups, will apply the financial statement analysis framework to a publicly traded corporation
- What key opportunities, problems and issues emerge?

# Program Content



## PART 3 – Managerial Accounting

### Shareholder Value and Responsibility Accounting

- Defining shareholder value and its application to business
- Calculating the cost of capital
- Discuss 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
- Hands-on exercise: present the application of the balanced scorecard to a business organization

### 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
- Designing an activity-based costing system for an organization

### A Manager's Guide to Effective Capital Budgeting

- Supporting your key resource decisions using a forward capital budgeting approach
- The financial techniques used in making capital budgeting decisions
- Hands-on exercise: application of capital budgeting techniques

### Program Wrap-Up: Putting It All Together

# Participant Profile

- Directors, vice-presidents and divisional managers responsible for the profit and performance of their departments
- Business owners, partners and general managers 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
- Those who have previously attended Schulich ExecEd's Financial Fluency for Non-Financial Managers: Fundamentals and who wish to further expand their skills



# Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

## **We are #1 Business School in the country**

We have the privilege of being ranked #1 and teaching top students from around the world.

## **Our Program is Unique**

Distinction from growing competition in the job market.

## **We Provide a Combination of Skill Specialization & Range**

Deepen your current skills and acquire new ones.



# About Schulich ExecEd

At Schulich Executive Education Centre, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

## We provide:

- Short courses building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

## Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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