

Grow your career.  
Level up for the future.

# Financial Fluency for Non-Financial Managers: Fundamentals

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



Schulich  
School of Business  
Executive Education Centre

| YORK U

## Financial Fluency for Non-Financial Managers: Fundamentals

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 and managerial accounting systems. It also features our highest-rated instructor to help make your financial learning practical and enjoyable.

**Grow your career.**

**Level up for the future.**



Mastery in 3 days



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



***Enjoy this complete introduction for managers, directors and administrators attended by more than 3,000 business leaders.***

This introduction to the fundamentals of financial accounting has been designed to transform the non-financial manager into a more effective team member who can propose, analyze and evaluate financial decisions in the context of the main financial goals of the organization

It does so by providing clear examples of the content, concepts and terminology of financial systems and what drives each line of the P&L and Balance Sheet.

The program explains the managerial trade-offs and key decisions which impact organizational results

Featuring our highest-rated instructor to help make your financial learning practical and enjoyable and helps overcome the trepidation often felt by managers who have had little exposure to financials.



Mastery in 3 days



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



# Program Highlight



## 3-day Sessions

9:00 am - 4:00 pm



## Online

Entirely Virtual



## CE Credits

21 PMI-PDU Strategic  
21 HRPACPD Hours



## Key Report Analysis

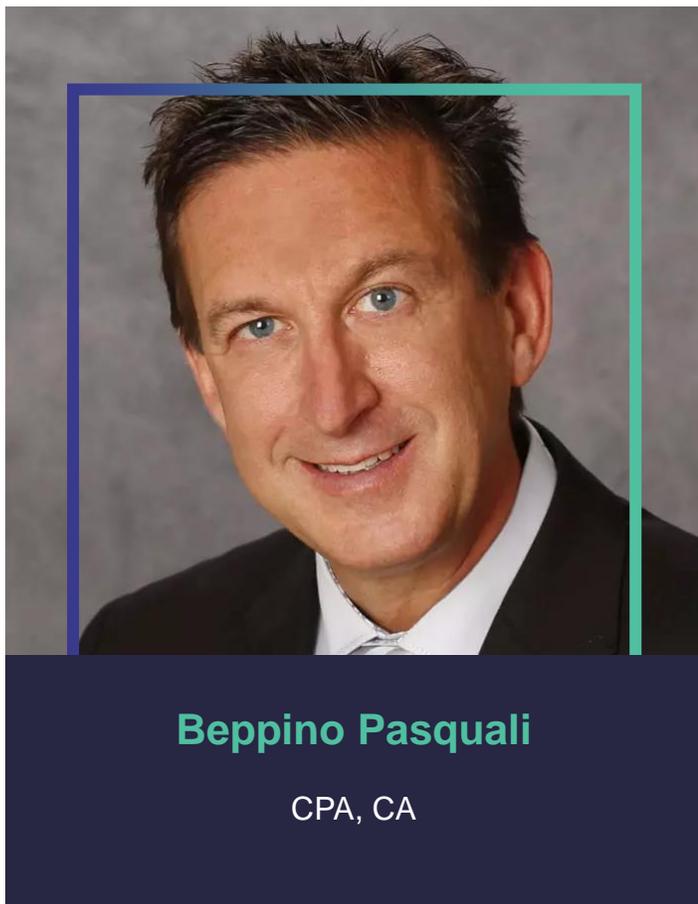
Learn about key corporate reporting  
methods and budget reports



# 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.





**This course simplified business finances. Every manager, regardless of your department, should take this course.”**

- M. Paris, Supply Chain Manager, Aryzta Canada



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

- J. Lenk, Executive Vice-President, Util Group



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

- Shelley J. Shaw, Enterprise Activity, Pitney Bowes



# Program Content



## DAY 1

### Introduction to the Financial Reporting System

- Purpose and scope of course
- The financial reporting system
- 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 a balance sheet
- How to read the footnotes
- How to read the income statement
- How to read the statement of changes in financial position

## DAY 2

### Understanding Key Elements of Financial Statements

- Inventory
- Fixed assets
- Effects of alternative accounting methods

### Financial Statement Analysis

- Understanding and using financial ratios for improved decision-making
- Liquidity ratios
- Profitability ratios

### Business Unit Planning and Budgeting

- The operating budget
- The cash budget
- Performing evaluations

# Program Content



## DAY 3

---

### The Financial Information System

- The behaviour of costs
- Cost analysis
- Absorption versus direct costing
- Budget and actual costs
- Benefit/cost analysis
- Exercises in relevant costs

### Capital Budgeting and Investment Decisions

- Decision models and criteria
- Cost of capital
- The capital budget
- Post-implementation evaluation
- Exercises in capital budgeting

# Participant Profile

This seminar will be of particular benefit to those business managers 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 to benefit from this seminar; 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



# 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





**Schulich**  
School of Business  
Executive Education Centre

**YORKU**

## Schulich School of Business At York University Executive Education Centre

500-222 Bay Street. Toronto, Ontario M5K 1K2

1 800.667.9380

[execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca)

[seec.schulich.yorku.ca](http://seec.schulich.yorku.ca)



SchulichExecEd



SchulichExecEd



@SchulichExecEd

