

CERTIFICATE IN ACCOUNTING AND FINANCE FOR NON-FINANCIAL MANAGERS

Every successful person in the workplace utilizes financial information to aid effective decision making. The Certificate in Accounting and Finance for Non-Financial Managers explains the financial concepts and accounting processes used in most businesses and will provide practical techniques that will increase your effectiveness and career.

First, get a foundation to understand the seven steps in the accounting cycle and use financial information in decision making. Come away with the knowledge to analyze resource allocation and evaluate financial performance.

Then find out what you need to know about cash. Cash is the non-financial manager who really makes a difference in the day-to-day cash activities. Discover how to maximize cash flow, learn the importance of cash and find out your role in cash flow success.

Finally, acquire advanced knowledge on the financial information that drives your organization. See how business reports are assessed and analyzed. An understanding of this information will help you make smart decisions when it comes to budgeting, setting goals, and assessing performance within your own area of influence.

- **Accounting and Finance for Non-Financial Managers:**

Every successful person in the workplace utilizes financial information to aid effective decision making. Accounting and Finance for Non-Financial Managers explain the financial concepts and accounting processes used in most businesses and will provide practical techniques that will increase your effectiveness and career. Get a foundation to understand the seven steps in the accounting cycle and use financial information in decision making. Come away with the knowledge to analyze resource allocation and evaluate financial performance.

- **Cash is King:**

Cash is arguably the most important factor in business success. D&B reports 90% of all small business failures are due to poor cash flow—more money gets paid out than collected. It is the non-financial manager who really makes a difference in the day-to-day cash activities. Discover how to maximize cash flow, learn the importance of cash and find out your role in cash flow success.

- **Financial Analysis and Planning for Non-Financial Managers:**

With the demands of daily operations, non-financial managers may put financial reports on the shelf. But take a look at some of the most admired companies like Apple, Google, and Berkshire Hathaway.

Sure, they are evaluated by their products, innovation, and culture but they wouldn't be in the limelight without profits. Money matters! This course will help you build on your understanding of financial concepts and help you establish your role in the financial success of your organization.

Designed for non-financial managers, business owners, entrepreneurs, and other decision-makers, this advanced course will take the mystery out of money matters. Throughout this course, financial information that drives your organization, as seen on the business' reports, will be assessed and analyzed to understand it. An understanding of this information will help you make smart decisions when it comes to budgeting, setting goals, and assessing performance within your own area of influence.

CEUs/ILUs: 4.8 Length (in hours): 48 Price in CAD \$665.00

CERTIFICATE IN ACCOUNTING AND FINANCE FOR NON-FINANCIAL MANAGERS UNITS

Accounting and Finance for Non-Financial Managers

Unit 1

Introduction to Finance

- The Vocabulary of Finance
- The Four Basic Elements of Finance
- The Basic Financial Statements

Unit 2

Introduction to Accounting

- Basic Terminology
- The Purpose of Accounting
- The Accounting Cycle
- Preparing Financial Statements

Unit 3

Managing Liabilities

- Overview of Liabilities
- The Liabilities of a Business
- Short-Term Liabilities
- Long-Term Liabilities

Unit 4

Financial Planning

- Overview of Financial Planning
- The Importance of Financial Planning
- The Business Planning Process

Cash is King

Unit 1

Cash Flow Strategies

- Why cash is so important in business
- What are the cash-critical stages in business
- What internal sources of cash are possible
- What potential external sources of cash there are

Unit 2

Reporting and Evaluating Cash Flow

- Review of the Cash Flow Statement
- Review of Projected Cash Flow Report
- What the Cash Cycle communicates
- What improvements can be made to shorten the cash cycle
- Calculating cash cycle

Unit 3

Projecting Cash Needs

- How much cash the business needs
- When cash injections are needed
- Which cash needs will internal sources be able to cover
- Which cash needs must be met through external sources
- Making comparisons with other businesses in the same industry

Unit 4

Funding Requests

- What debt sources of cash are possible
- What are the potential equity sources of cash
- What requirements different funding sources have
- Making a pitch to investors

- Approaching potential lenders for financing

Financial Analysis and Planning for Non-Financial Managers

Unit 1

Financial Strategies

1.1 Your Role in Financial Decision Making

Who is responsible for the financial decisions in your company?

The Goal of Business

1.2 Understand the Language of Finance

Accounting as a Language

Learn the Language

Visual Activity – Accounting Process

Accounting and Recordkeeping Systems

Self Check – Account Categories

1.3 Read the Story

A Word about Financial Concepts

Financial Concept: The Accounting Equation

Financial Concept: The Matching Principle

The Common Financial Statements

Income Statement

The Balance Sheet

Statement of Cash Flows

1.4 The Purpose of Financial Statements

Unit 2

Financial Dashboard – Introduction to Financial Gauges

2.1 Understand Basic Financial Concepts

Introduction

The Story Statements Tell

Financial Concept: The Accounting Equation

Financial Concept: The Profit Matching Principle

Financial Concept: The Fund Matching Principle

Financial Concept: Cash Basis vs. Accrual Basis Accounting Methods

Financial Concept: Cash vs. Profits

Financial Concept: Debt vs. Equity (Optimum Capital Structure)

2.2 Financial Strategies

Financial strategies stem from business goals

Take a Look: Example Financial Strategies

2.3 Financial Gauges

Introduction to Financial Gauges

Your Financial Gauges

Profitability-based gauges

Performance-based gauges

2.4 Reading Your Financial Gauges

The Story Financial Gauges Tell Research
and Analysis

Unit 3

Financial Gauges - Profitability

3.1 Profitability Gauges

Ratio Analysis

Financial Gauge: Net Profit Margin (or) The Bottom Line

Financial Gauge: Gross Profit Margin

Financial Gauge: Operating Margin

Using Profitability Ratios

3.2 The Components of Profitability

The Origin of Profits

Sales and Expenses

3.3 Sales

Sales Strategies

Pricing Strategies

3.4 Cost of Goods Sold and Cost of Sales

Cost of Goods Sold

Gross Profit Margin

Gross Profit Analysis and Planning

Evaluate Profitability of Product or Service Lines

3.5 Expenses

Budget vs. Actual Analysis

Cost Management and Efficiency

Unit 4

Financial Gauges - Performance

4.1 Making Money

The Goal of Business

Value Growth

Company Resources

4.2 Taking Advantage of Assets

Tangible vs. Intangible Assets

Cash

4.3 Making the Most of Liabilities and Equity

Liabilities

Equity

4.4 Performance Financial Gauges

Financial Gauge: Current and Quick Ratio (Liquidity)

Financial Gauge: Return on Assets

Financial Gauge: Return on Equity

Financial Gauge: Debt to Equity Ratio

4.5 Financial Analysis and Planning Summary

Downtown Publishing Financial Performance Analysis Summary