ESSENTIALS OF FINANCE
FOR NON-FINANCE MANAGERS

Understanding financials, from interpretation of income statements, balance sheets, cash flow statements and financial footnotes to communicating with confidence in financial and accounting language, should be a part of every manager’s toolkit.

Made for:
Executives and managers who need to improve their financial skills in order to make critical business decisions involving budgets, cost savings and growth strategies.

Themes:
— Understanding financial statements
— How to analyse financial statements
— Accrual accounting basics
— Budgeting and financial report interpretation
— Balanced scorecard
— Companies in financial distress
— Capital budgeting tools such as NPV, IRR, payback

What a comprehensive high level course. I can confidently assert that my knowledge in the areas of understanding financial statements, budgeting, interpreting cash flow statements and more has greatly improved. I now have the confidence to relate with our finance team at a deeper level to understand what is really going on financially within our company.”

Pamela Ferry
Network Development & Training Manager
USANA Health Sciences

Sydney, UNSW CBD Campus, 3 Days
$4,785 (incl. GST)

This program will earn you three units towards the Certificate in Executive and Management Development (CEMD)

Unit points towards your CEMD certification
Outcomes

For the Individual:
— A thorough understanding of financial terms
— Analysing and interpreting financial statements
— Recognising financial warning signals
— Essential budgeting and investment decision-making skills
— Improved decision making

For the Organisation:
— Improved decision making through improved interpreting skills
— Improved communication between finance and non-finance managers
— Greater use of accounting reports
— Better understanding of the clients’ and suppliers’ financial positions

Learning Approach:
This program incorporates lectures, discussions and hands-on analysis and case studies to provide you with a financial literacy, the skills to interpret financial reports and the ability to communicate effectively with finance and accounting departments. Prior to program commencement, you’ll be sent relevant readings in preparation, and you’ll be asked to bring a copy of your company’s annual report*. *If you cannot obtain one, we will provide you with a sample.

Program Director – Professor Ken Trotman
Ken Trotman is Scientia Professor in the School of Accounting at UNSW Business School. He is a fellow of the Institute of Chartered Accountants in Australia and a fellow of the Australian Society of CPAs. He has been involved in accounting and management education for over 30 years, having held visiting appointments at Cornell University, The University of Michigan and the University of Illinois, Champaign-Urbana. Ken has published numerous articles in leading journals in Australia, the UK and the USA. He has a wide range of consulting experience within the accounting profession and has extensive experience in the design and presentation of materials for accountants and non-accountants in both the private and public sectors, including teaching Executive MBA programs in Australia, the USA and Asia.

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To find out more
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Program Agenda

DAY 1:
— Disclosure requirements of public and private organisations
— Content of the balance sheet
— Income statements
— Accrual accounting
— Revenue and expenses
— Interpreting cash flow statements
— Companies in financial distress

DAY 2:
— Financial statement analysis
— Performance and financial ratios
— Return on investment and return on assets
— Using accounting information for planning purposes
— Reviewing the financial statements of participants

DAY 3:
— Reviewing the financial statements of participants (continued)
— Preparation of operating budgets
— Capital budgeting and decision making
— Net present value, internal rate of return and payback
— Using accounting information to make decisions
— Balanced scorecards