

FINANCE AND ACCOUNTING FOR NON-FINANCIAL EXECUTIVES

Learn to make decisions that positively impact the bottom line

Do you know enough about finance to make decisions that have a positive impact on the bottom line? If not, enrolling in the Finance and Accounting for Non-Financial Executives seminar will provide you with a strong foundation for analyzing and using financial information.

In this three-day seminar taught by award winning faculty you will learn to:

- Prepare and analyze financial statements.
- Incorporate the right data into your decision-making.
- Manage costs and volume to maximize profitability.
- Evaluate current and projected financial performance.
- Choose the best financing options for your company.
- Communicate clearly with financial professionals.
- Assess risk and required return to select the most valuable projects.

DATES
May 27-29, 2015

TUITION
\$3,300 USD
Discounts may apply, contact us
for more information.

WHO SHOULD ATTEND

Finance and Accounting for Non-Financial Executives is designed for executives, managers and professionals in general management, sales, marketing, or other areas who have little or no academic training in finance or accounting.



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Foster
School of Business
UNIVERSITY of WASHINGTON

KEY TOPICS

UNDERSTANDING FINANCIAL STATEMENTS

- Key concepts including assets, liabilities, equity, revenues, and expenses.
- How to use the Income Statement, Balance Sheet and Cash Flow Statement to understand a company's financial position and performance.
- Framework for basic financial statement analysis including ratio analysis.

USING ACCOUNTING DATA IN DECISION-MAKING

- Finding the best data to use when analyzing an important business decision.
- Finding relevant cost data for common decisions — e.g. adding or dropping a product, product pricing, etc.

COST-VOLUME-PROFIT ANALYSIS AND BUSINESS RISK

- How cost structure decisions affect profit potential and business risk.
- Using cost-volume-profit analysis to make cost structure choices.

PERFORMANCE EVALUATION

- Alternative frameworks for evaluating performance.
- Setting strategic objectives, measuring performance, and defining targets using the Balanced Scorecard.

FINANCING THE BUSINESS

- Alternative sources of capital, including equity financing, loans and trade credit.
- Selecting the best financing mix taking into account risk, taxes, timing, and out-of-pocket costs.
- Financing options to handle seasonal demand.

INVESTMENT ANALYSIS

- Organizing the capital budgeting process.
- Setting the minimum acceptable rate of return on an investment.
- The impact of inflation, taxes, allocated costs, and other factors on an investment decision.
- Understand NPV and IRR, and how they are used to evaluate projects.

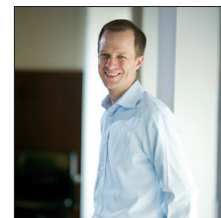
“The Finance and Accounting for Non-Financial Executives seminar provided the necessary tools and concepts that I can apply to my current position, as well as gain a better overall understanding of finance and accounting.”

PEGGY WILLINGHAM
STRATEGY MANAGEMENT | ALASKA AIRLINES

PROGRAM FACULTY



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JULIUS A. ROLLER ENDOWED PROFESSOR
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