FINANCE AND ACCOUNTING FOR NON-FINANCIAL EXECUTIVES

3-DAY SEMINAR



DATES & TUITION

In-person at UW Seattle Campus

DECEMBER 1-3, 2026

$3,725 USD

MAY 11-13, 2027

$3,795 USD

Discounts may apply for groups, non-profits, and UW alumni.

MAKE DECISIONS THAT POSITIVELY IMPACT THE BOTTOM LINE

This three-day seminar will provide you with a better understanding of the numbers side of business. The curriculum introduces essential accounting and finance concepts for managers without a financial background. Learn key principles and build a solid foundation for interpreting and analyzing financial data. Upon completion of this seminar, you will be able to apply what you have learned at work and make effective decisions based on your organization's financial information.

BENEFITS OF ATTENDING

- Learn to communicate clearly about concepts such as profitability, financial strength, and how to project future growth.
- Understand the basic concepts and techniques of financial analysis to make better business decisions and get better results.
- Learn to assess the risks of an opportunity and determine an acceptable return.
- Evaluate and choose the best financing options for your company.

"Awesome job breaking down complex information to real world relatable examples."

-Jennifer Miller, Legacy Restaurant Group



This program is designed for professionals who have little or no academic training in finance or accounting.

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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.

DETERMINING THE COST OF A PRODUCT, A SERVICE, OR A SEGMENT OF AN ORGANIZATION

- Determining the traceable and nontraceable costs of a product, service, or segment.
- Learning the mathematics of cost allocation and addressing cost allocation issues.

IDENTIFYING RELEVANT COSTS FOR A DECISION

- Discerning when costs measured in an accounting system, including allocated costs, are relevant.
- Identifying relevant costs not measured in an accounting system.

EVALUATING PERFORMANCE OF A COMPANY OR ITS SEGMENTS

- 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 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.

LEARN MORE

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PROGRAM FACULTY



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