

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2218](http://www.amanet.org/2218)

# Fundamentals of Finance and Accounting for Non-Financial Managers

## Acquire essential finance skills in 3 Days

Can you **demonstrate your value** and ROI to your boss? Are you able to **interpret financial reports** and make decisions based on the data they provide? Can you draft an accurate budget? Can you **justify your ideas** in dollars and cents?

You didn't get to this point in your career only to be held back by weak financial skills. This program for non-financial managers makes the basics of finance accessible to anyone in just 3 days.

You'll learn how to:

- Interpret and respond appropriately to financial information
- Communicate your contribution to the bottom line
- Uncover drains on profitability
- Make smarter decisions that deliver higher profitability

Financial skills are fundamental to any managerial position. Learn how to think finance, and you'll expand your career opportunities. From accruals to write-offs to receivables and payables, this workshop shows non-financial managers the concepts, tools, and techniques that can help make each decision pay off—on the job and on the bottom line.

## How You Will Benefit

- Get a firm grasp of the numbers side of your job
- Gain greater confidence with a working knowledge of business financials
- Learn how to “think finance” and translate performance into financial terms
- Cultivate proactive working relationships with finance professionals and enhance your value to the organization
- Understand the business dynamics of dollars and cents—and take initiatives that meet your short- and long-term goals
- Take the guesswork out of your decision making and deliver a better bottom line
- Expand your professional expertise—and your career opportunities

## What You Will Cover

- Key finance terms: assets, liabilities, capital, depreciation, capitalization,

- current ratio and others
- The accounting process: journals and ledgers, how debits and credits work
- Mastering the mind-set: see business in terms of dollars-and-cents decision options that pay off—short- and long-term
- Basic accounting principles
- Applying accounting conventions and guidelines
- Developing working rules regarding your corporate financial statements
- Using the balance sheet to examine assets and liabilities
- Analyzing the income statement to assess revenues and expenses
- The statement of cash flow: sources and uses of funds
- Content and format of the annual report
- Understanding the footnotes
- Debt vs. equity financing
- How leveraging can increase return to shareholders
- Keeping your plan on target with budgetary controls
- Using profit-planning tools, break-even analysis, financial forecasting
- Cash flow: where cash comes from and how it's applied
- Elements of cost accounting
- Analyzing payback method, discounted cash flow, present value and present value index in making profitable capital investment decisions
- Criteria for examining the performance of divisions and product lines
- Understanding the cost of capital

## Who Should Attend

This program is designed for non-financial managers in every functional area of responsibility in all industries.

**Note:** Please bring a calculator and a copy of your annual report (if available).

## Special Feature

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner—producing a greater return-on-investment for the employer and the seminar participant.

## Schedule

- [3] days - \$2,445 Non Members
- [3] days - \$2,195 AMA Members
- [3] days - \$2,079 GSA

## Credits

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18 PDU /1.8 CEU /18 PHR  
18 SPHR/18 PDU\_S&B

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