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