

Unleash  
*your* potential

# Accounting and Finance for Non-Financial Managers – Online

Master the tools for making smart  
financial decisions



McGill

Executive  
Institute

[executive.mcgill.ca](http://executive.mcgill.ca)

# Program Overview

Through this highly successful program, managers with little or no financial training or experience can learn to use the language, tools, and techniques of accounting and finance. Complex principles are presented in practical, understandable terms and in a friendly, supportive environment.

You will return to your organization with the confidence to analyze financial information and participate fully in making business decisions.

## Key Benefits

- Read and analyze financial reports to assess customer, competitor, supplier, and company performance
- Use discounted cash flow, internal rate of return, economic value added, payback, and break-even analysis to make better investment decisions
- Maximize shareholder value
- Understand and evaluate financing strategies
- Apply the principles of activity-based costing, target costing and open-book management
- Prepare and present business cases
- Use critical numbers and the balanced scorecard to create a high performance organization

## Who should attend?

This program is designed for managers at all levels, including those in technical and non-financial areas, who are seeking to make better business decisions by understanding financial information. This diversity is one of the program's strengths – it builds on the experiences of participants from all types of companies, not-for-profit organizations, and government services.

## What is included?

The registration fee includes facilitation by our highly rated faculty members, a comprehensive digital workbook, results-oriented exercises, and a **certificate of completion** from the McGill Executive Institute.



# Key Themes

## Financial Literacy

- Define accounting and finance terms
- Follow the complete accounting cycle, from recording transactions to reporting results
- Interpret balance sheets, income statements, and cash flow statements

## Analyzing Financial Statements

- Read annual reports
- Learn generally accepted accounting principles (GAAP)
- Identify key limitations of financial reporting

## Pricing and Costing

- Understand the rationale and pitfalls of cost allocations and cost-plus pricing
- Use activity-based costing, activity-based management, and target-costing
- Apply the cost-volume-profit model to business decisions
- Identify and manage structural cost drivers and life-cycle costs
- Evaluate the contracting-out option

## Strategic Control Systems

- Define and use performance metrics and the balanced scorecard
- Apply the principles of open book management
- Understand budget preparation and interpret results of financial reporting

## Case Analysis

- Financial and strategic evaluation
- Recommendations and presentation

## Maximizing Value

- Use multi-attribute, accounting, and financial models to analyze investment decisions
- Understand risk, inflation and opportunity, and weighted average cost of capital
- Calculate and interpret net present value and internal rate of return
- Apply sensitivity analysis

## Managing Financial Risk

- Grasp the role of finance and finance staffing in an organization
- Evaluate and manage financial risk
- Use the capital asset pricing model and beta to assess cost of equity
- Acquire the fundamentals of financial derivatives such as options, swaps, and futures

## Understanding Key Ratios

- Calculate and understand financial ratios
- Learn about financial and operating leverage
- Appreciate the role of the auditor

## Linking Strategy and Finance

- Employ strategic evaluation tools
- Determine limitations of financial analysis
- Connect financial information to other strategic measures