Texas Executive Education

The University of Texas at Austin McCombs School of Business

800.409.3932 |

ExecEd@mccombs.utexas.edu | www.mccombs.utexas.edu/ExecEd



Accounting & Finance for Non-Financial Managers

"An excellent job of relating concepts to the real world."

Mike Berry

Mitsubishi-Caterpillar

Learn the basics or refresh your knowledge of accounting assumptions, accounting and financial terminology, and financial analysis techniques. This 2 day program teaches you how concepts and strategies are integrated into your company's big picture. You will learn the language of business and begin to understand the reality behind the numbers. Different types of information systems will be examined: control-based accounting structures for managing physical resources; and information-based accounting structures for planning, evaluating, and decision-making. You will learn how to address and communicate problems more effectively, how to identify relevant information, and how to apply the analytical skills needed to make better business decisions and take maximum advantage of business opportunities.

Topics

- Who uses accounting information and why
- Development of financial reporting
- Current regulatory environment
- Underlying accounting concepts
- Annual reports and disclosures
- Financial statement analysis
- Benchmarking and Performance Metrics
- Break-even analysis
- Operating and financial leverage
- Performance measures

- Economic value added
- Ratio analysis
- Sources and uses of funds
- Financial strategies
- Cash flow
- Managerial information systems
- Capital budgeting
- Flaws when using Internal Rate of Return
- Cost of Capital
- Value based management

Key Benefits ___

- Communicate more effectively with accounting and finance peers
- Read and use annual reports and disclosures
- Interpret a company's profitability, solvency and liquidity
- Implement sophisticated working capital management techniques and understand why cash flow is king
- Comprehend managerial accounting: relevant costs, overhead allocations, and contribution margin
- Understand the performance metrics by which they are being measured
- Understand how to perform capital budgeting to assess wealth creation for your firm
- Understand how to think about the correct cash flows to consider when making an investment decision
- Understand the mistakes that companies make when using inferior capital budgeting methodologies
- Explore alternative business valuation principles and how the value drivers can impact the firm
- Discuss how firms adapt to the changing economic environment

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Faculty _

Eric Hirst, Ph.D.

Associate Dean and John Arch White Professor of Business, Department of Accounting. Dr. Hirst received a BA in Economics and Master of Accounting from the University of Waterloo (Waterloo, Ontario) and a Ph.D. in Management from the University of Minnesota. Prior to his return to academe, he worked as a public accountant with Thorne Riddell in Toronto, where his clients were in the extractive industries. A faculty member at UT since 1991, he teaches MBA courses in financial reporting and analysis as well as McCombs Global Connections courses in Austin, Dallas, Houston, and Mexico City. Eric was a Visiting Professor of Accounting and Control at INSEAD in Fontainebleau, France for the 2003-2004 academic year.

Sanford Leeds, J.D., MBA

Senior Lecturer, Department of Finance and President of The MBA Investment Fund, L.L.C. Sandy Leeds teaches graduate level courses, including Corporate Finance, Advanced Corporate Finance, Investments and Portfolio Management/Security Analysis. He is a member of the Texas State Bar and holds the Chartered Financial Analyst designation. Prior to joining the McCombs faculty, Sandy managed money for a private money management firm. He also had significant legal experience, having conducted trials, participated in the regulation of the securities industry and advised attorneys on financial-related litigation involving options, hedge funds and other matters. He teaches in the Executive MBA program in Dallas, as well as in international general management programs.

James A. Nolen, MBA

Distinguished Senior Lecturer, Department of Finance. Jim Nolen teaches graduate classes in Small Business Corporate Finance and Entrepreneurship. He teaches finance topics in the McCombs' Mexico City Executive MBA program. Mr. Nolen also lectures regularly in Executive Education's programs. Jim is president of CFO Services, a consulting firm specializing in business valuation, mergers and acquisitions, raising capital, and financial analysis and planning. Jim has taught for companies such as Shell Oil Company, Texas Instruments, Dell, Motorola, HB Zachry, USAA, State Farm Insurance, Essilor International and Vought Aircraft. He has been voted by the graduate students and the Graduate Business Council as the best professor at relating theory to practice for nine consecutive years.

Registration and Fees

The program fee includes materials, lunches and breaks.

You may register on-line at www.mccombs.utexas.edu/execed or call Texas Executive Education at 800.409.3932

For information on the cancellation and transfer policies: www.mccombs.utexas.edu/execed/register.asp#Cancellation

Continuing Education Credits

Participants earn 1.40 continuing education units (CEU) or 14 CPE. There are no prerequisites for this program and a certificate of completion will be presented from Texas Executive Education.

Schedule

This two day program meets from 8:30 a.m. to 4:30 p.m. A schedule and campus map with location information will be sent approximately two weeks prior to the session with your paid registration.