

# Texas Executive Education

The University of Texas at Austin **McCombs School of Business**

800.409.3932 |

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



## Managerial Accounting for Non-Financial Executives: Information for Planning, Decision Making and Control

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**“Very good explanation and presentation of material.”**

**Troy Mills**

***Etch Materials Manager, Applied Materials***

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The fundamental question of managerial accounting was voiced by the legendary former CFO of Cisco Systems, Larry Carter. He said, "From a management and fiduciary role, I do not want to lose control. But we also want to continue to move at a rapid pace. The traditional answer to growth is more controls but the bureaucracy then slows you down. How do you stay at the pace of a start up?"

In this two-day program, we will discuss fundamental internal measurement and control systems, including structured measurement models, analytical techniques, and system biases. Our goal will be to establish a firm grounding in proven measurement techniques while also addressing Carter's concern: knowing what we need to know for decision-making and control without excessively constraining the organization. Whether you are the measurer or the measuree in your organization, this program will deliver ideas that will help you do your job better, by promoting better systems, challenging ineffective or inefficient metrics and creating a lean measurement culture.

### Topics

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- Defining internal business measurement and control
- Measuring and assigning costs in a complex organization, including activity-based costing
- Models of Operational Control, including Responsibility Center Models
- Models of strategic control:
  - Belief/Boundary/Diagnostic/Interactive Controls
  - Balanced Scorecard™
- Master Budgeting systems
- Analyzing variances from plan
- Setting transfer prices

### Key Benefits

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There are seven learning objectives for this class. When you leave, you should be able to:

- Design an effective costing system
- Describe the various models of internal measurement and control
- Select the correct control model for a given organizational setting
- Identify redundancies and inefficiencies in a control system
- Describe the characteristics of an effective budgeting control system
- Perform and interpret basic variance analyses
- Explain the objectives of transfer prices as well as the pros and cons of various approaches to setting them

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## Faculty

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### **Brian Lendecky, CPA**

Lecturer, Department of Accounting. Brian Lendecky started his career at PricewaterhouseCoopers and has subsequently managed accounting departments in the food manufacturing, energy, and medical supplies manufacturing industries. Brian brings his extensive practical experience dealing with accounting and decision making issues to courses in Financial Accounting, and Managerial and Cost Accounting. He also teaches Managerial Accounting in the McCombs Executive MBA Program in Mexico City. Brian is a licensed CPA in the State of Texas and an alumnus of the McCombs School's Master in Professional Accounting, the #1 accounting program in the country. Brian is the recipient of numerous teaching awards at UT-Austin

### **David E. Platt, Ph.D.**

Dr. Platt has taught a variety of Managerial and Cost Accounting courses at the McCombs School, including courses in the top-ranked Masters in Professional Accounting program and in the MBA and Executive MBA Programs in Austin, Houston and Mexico City. He has been a frequent visiting lecturer at the University of Paris (Sorbonne). Grants in support of his work have been awarded by Dell and PricewaterhouseCoopers, where he began his career as a CPA. David is the recipient of numerous teaching awards at UT-Austin.

## Registration and Fees

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The program fee includes materials, lunches and breaks.

You may register on-line at [WWW.MCCOMBS.UTEXAS.EDU/EXECED](http://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](http://WWW.MCCOMBS.UTEXAS.EDU/EXECED/REGISTER.ASP#CANCELLATION)

## Continuing Education Credits

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

## Schedule

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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. Registration is not complete until payment is received.