

# FINANCE & ACCOUNTING

for Non-Financial Managers

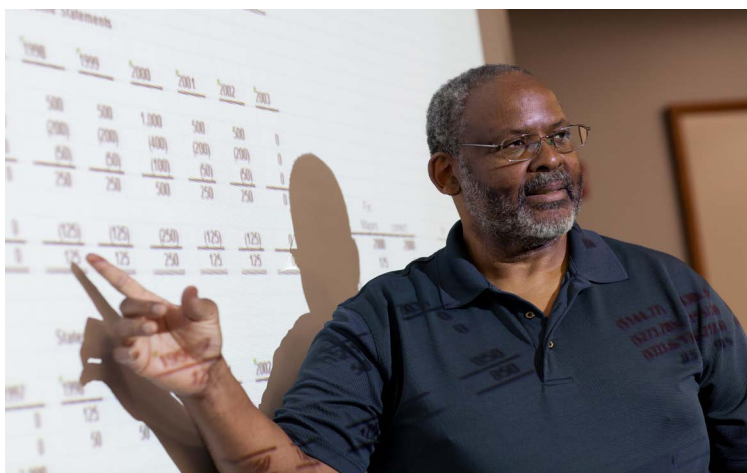
Interactive Two-day Workshop



## Program Overview

**Finance & Accounting for Non-Financial Managers** empowers participants with a framework of essential Finance and Accounting terminology, concepts, and applications, so they can build their own "financial toolbox." In this two-day workshop, they learn how the impact of financial decisions affects the performance of work units and the profitability of organizations.

Led by UCF Professors Dr. Darryl Allen (below) and Paul Gregg, this workshop helps participants develop the financial skills necessary to evaluate proposed business projects, analyze performance, and apply Finance and Accounting principles with confidence. They leave with improved financial knowledge, including the ability to read and use financial statements and effectively communicate finance-related matters.



"The workshop is fantastic and provides senior and executive management the right tools to ask the hard questions to finance & accounting. I truly recommend it!"

*Michael J. Motko, VP & General Manager  
QinetiQ Training & simulation, Inc.*

**September 15 & 16, 2016**  
**8:00 am - 5:00 pm**

UCF Executive Development Center  
36 West Pine Street, Orlando, FL 32801

\$750 (see back page for details)

## Key Benefits

- Communicate confidently using financial terms and concepts
- Understand how operating decisions impact financial performance
- Interpret and use data from financial reports such as balance sheets, income statements, and cash-flow statements
- Increase comprehension of analytical practices and techniques
- Improve day-to-day financial decision making using financial performance metrics
- Earn 1.6 CEU's and 14.0 HRCI Credits

## Who Should Attend

- Non-financial managers who make or contribute to decisions with significant financial implications
- Sales Managers and Marketing Directors
- Functional Managers in Operations, Human Resources, or Engineering
- R&D, Manufacturing, and IT Professionals
- Entrepreneurs and Consultants

## Program Content

### Day 1 Core Focus

- The Cash Flow and Net Income impact over the life-cycle of a firm
- Cash Flow vs. Net Income: Which is more important?
- Time Value of Money
- The Basics of Stocks and Bonds

### Day 2 Core Focus

- Analyzing current vs. prior year operating results
- Break-even analysis & the importance of key performance indicators
- Overview of Corporate Finance
- Financial Ratio Analysis

## About the Instructors



Darryl Allen, Ph.D.

The Finance & Accounting workshop is taught by nationally-recognized faculty members with a strong passion for teaching and who are well-renowned and published in their fields. Professors Darryl Allen and Anthony Byrd have been specifically chosen to participate for their ability to communicate effectively, relate their research to current business practices, and provide relevant learning experiences. Both exemplify that much-desired quality of executive program faculty—commanding, yet entertaining presence in the classroom, bolstered by extensive real-world experience.

Prior to attaining his PhD in Accounting at George Washington University, Prof. Darryl Allen worked 25 years for ExxonMobil, most recently serving as Accounting Executive for Nigeria, Indonesia, and Qatar. He draws rave reviews from his Executive MBA students for his ability to relate stories of “real-life business Accounting,” which students can immediately apply to successful quarterly results in their own firms.



Paul Gregg, MSA

Prof. Paul Gregg started his career with Price Waterhouse, where he rose to Senior Audit Manager. He audited a variety of Fortune 500 clients and also served on an international tour of duty. He subsequently joined CNG Producing Company, an oil-and-gas exploration company owned by Consolidated Natural Gas as a Senior Vice President and CFO. After CNG was acquired, he joined Road Runner High Speed Online, where he was Senior Vice President, responsible for all accounting, information technology, HR, tax, and procurement functions.

## Program Fees

- \$650 per participant if registered by August 15, 2016 (\$750 regular price thereafter)
- Registration fee includes two days of highly interactive sessions, daily breakfasts, lunches, refreshment breaks, adjacent parking downtown, and all course materials
- Discounts available to multiple attendees from the same organization, non-profits, past EDC workshop attendees and UCF Alumni—contact us for details!

## Registration Options

### Register Online

<http://business.ucf.edu/executive-education>

**Call** (407) 235-3903

**Email** [executiveeducation@bus.ucf.edu](mailto:executiveeducation@bus.ucf.edu)

**Mail** online registration form & check payable to:  
UCF Executive Development Center  
36 West Pine Street, Orlando, Florida 32801