

Finance & Accounting *for Non-Financial Managers*

Interactive Two-Day Workshop

February 3 & 4, 2015 • UCF Executive Development Center, Downtown Orlando



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 and Dr. Melissa Frye, 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.

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** Continuing Professional Education Credits & 14.0 HRCI credits



The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.

REGISTER ONLINE at www.UCFEDC.com/finance-accounting or **CALL** (407) 235-3903

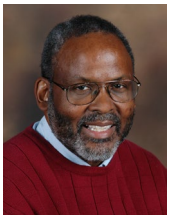
Program Content

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?
- ▶ The basics of financial ratios: What do they mean? How can they help?
- ▶ Overview of financial forecasting
- ▶ Capital Budgeting: Decision Making: What should be included? How do you decide if a project should be accepted?

Day 2 Core Focus

- ▶ Analyzing current vs. prior year operating results
- ▶ Break-even analysis & the importance of key performance indicators
- ▶ Capital Budgeting: Cost of Capital: How do you estimate and use required rates of return?
- ▶ Capital Budgeting: Application: Hands on application of capital budgeting analysis



Darryl Allen, Ph.D.

About the Instructors

The UCF Executive Development Center's programs are taught by nationally-recognized faculty members with a strong passion for teaching and who are well-renowned and published in their fields. Dr. Darryl Allen and Dr. Melissa Frye have been specifically chosen to participate for their ability to communicate effectively, relate their research to current business practices, and provide relevant learning experiences.

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.



Melissa Frye, Ph.D.

Prof. Melissa Frye teaches courses in corporate finance and has won numerous teaching awards. Prior to getting her Ph.D. from the Georgia Institute of Technology, she worked as a consultant providing investment advisory services to individuals, pension funds, and 401(k) plans. She also consulted with executives and board directors on the design and competitiveness of their compensation packages.

Registration Options

Enrollment is limited. Reserve your seat today!

- ▶ **Register Online** at <http://www.UCFEDC.com/finance-accounting>
- ▶ **Call** (407) 235-3903
- ▶ **Mail** online registration form & check payable to:
UCF Executive Development Center
36 West Pine Street, Orlando, Florida 32801

Program Fees

- ▶ \$650 for one participant if you register by January 14 (\$750 regular price thereafter)
- ▶ This seminar includes two days of highly interactive sessions, continental breakfast, lunch, refreshment breaks, parking downtown, and all course materials each day.
- ▶ Discounts available to multiple attendees from the same organization and UCF Alumni—call us for details!

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