Program Description

The ability to create, understand, and work with financial reports is critical to success in business. Financial Analysis and Reporting for Non-Financial Managers develops competencies in the essential elements of financial reporting, including managerial and financial accounting. Course topics are essential for managers in all functional areas, including marketing, finance, human resources, operations, and investor relations.

- Previous accounting experience *not* required.
- You will learn to interpret the basic components of financial reports, assess the costs and benefits of business decisions, and communicate operating, investing, and financing strategies.
- You will also learn the fundamental uses of financial statements and disclosures.

Learning Outcomes

- Understand a statement of financial position (balance sheet).
- Link successive balance sheets with an income statement.
- Analyze cash flows.
- Evaluate financial performance.
- Connect operating and financing strategies with external financial reporting.
- Determine the incremental cost and profit of a business decision.
- Assess pros and cons of activity-based costing.
- Build budgets and use them to monitor and evaluate performance.
- Evaluate the links between financial and non-financial measures of performance.
- Convey business strategies through reporting.

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