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Accounting & Finance for the Non-Financial Manager

Prerequisites: None

Schedule: One-Day Session

Course Objective

This course is designed for non-financial managers to help you understand why Accounting and Finance are essential for managing businesses more profitably. Take the guesswork out of your decision-making and learn how to put known accounting and financial concepts, tools and techniques at your disposal. This seminar will help you understand the terminology and specific basic calculations of finance and accounting, and how to use the financial information to establish priorities and improve your business. Take the fear out of the numbers and learn to use them to your business advantage!

Seminar Topics:

- Reading financial statements & using them for decision-making:
 - Balance Sheet
 - Income Statement
 - Statement of Equity
 - Cash Flow Statement
 - Foot notes
- Using financial statement ratios for financial planning:
 - Liquidity
 - Profitability
 - Leverage
 - Efficiency
- Overview of CPA Assurance Reports & their business application:
 - Audits
 - Reviews
 - Compilations
 - Qualified vs. unqualified reports
- Overview of the budgeting process and monitoring ongoing performance vs. budget
- Integrating financial information and data into the strategic management process. How to present plans in solid financial terms.
- Definition of accounting and overview of accounting principles and methods, including an understanding of debits and credits involved in a double entry accounting system.

About the Speaker

Tony Smith is a graduate of Appalachian State University. Prior to joining Greer & Walker, he worked for Dellinger & Deese, PLLC for 10 years and BDO Seidman, LLP for 7 years, the last 3 years as an audit partner. Tony is a member of the AICPA and has served on the Board of Advisors for the Charlotte Chamber. He has also served on the Accounting Advisory Board and Alumni Corporate Committee for Appalachian State University. Tony has authored various articles on accounting in the construction industry and served as a regular national instructor for BDO Seidman. He is certified in North Carolina, Certificate Number 22207.

Practice Areas: Audit and assurance services. Due diligence for mergers and acquisitions. Industry experience includes motorsports, construction, real estate and manufacturing and distribution, with a concentration in international companies.

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