UNC CHARLOTTE
Executive Education

UNEXPECTED
THE UNC CHARLOTTE DIFFERENCE

FINANCE AND ACCOUNTING IMMERSION
A Custom Program for Non-Financial Professionals
Did you know the average score on a basic financial literacy test given to managers ranging from supervisors to executives is only 38%? Further, nearly two-thirds of these managers thought that discounts offered by sales reps had no effect on gross margins.

**Introduction to Financial Reporting and Statements**

*Harvard Business Review (October 2009)*

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**Why is a tailored finance & accounting program essential?**

- Establishes a common language of finance specific to the business and industry.
- Prepares leaders to evaluate and communicate the financial performance of their department or company.
- Equips leaders with tools to advance funding for new ideas and demonstrate how these ideas create value in unique markets.
- Increases the quality and consistency of decision making.

**Who will benefit?**

- Department managers to senior executives who have limited training or experience in F&A
- New leaders with financial and P&L responsibilities
- Existing leaders preparing for expanded decision making responsibilities
- Teams evaluating new initiatives or markets
Build the Right Program for Your Business

Working with UNC Charlotte Executive Education, organizations create a unique program that works for their business and leaders.

Select from a variety of topics, from basic finance & accounting concepts to learning about the implications of doing business on a global stage.

- Ph.D. faculty-led sessions customized with your organization’s financial statements and practices.
- Participants can assess their financial knowledge before and after the program, heightening their learning experience.
- Company experts contribute by providing guidance, sharing expertise, and even co-leading sessions.

### CORE TOPICS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
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<tbody>
<tr>
<td>Introduction to Financial Reporting and Statements</td>
<td>Learn “who makes the rules,” what are the primary financial statements, and the core principles and assumptions that underlie the reporting process.</td>
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<tr>
<td>Financial Statement Analysis</td>
<td>Learn the process of financial analysis through the study of profitability, turnover, liquidity, and leverage structure ratios.</td>
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<tr>
<td>Introduction to Managerial Accounting</td>
<td>Follow how costs flow through the general ledger accounts while learning cost types, their behaviors, budgeting, variance, and differential analysis.</td>
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<tr>
<td>Principles of Corporate Finance</td>
<td>Learn the language of corporate finance and understand value creation while exploring concepts of corporate governance and how to measure risk and return.</td>
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<tr>
<td>Creating Value through Investment</td>
<td>Learn the process of measuring investment returns, as well as how to value a business from an acquisition perspective.</td>
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### OPTIONAL TOPICS

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<tbody>
<tr>
<td>Intro to Financial Statements Simulation</td>
<td>Explore common concepts of finance and accounting through an interactive, fast-paced, group activity.</td>
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<tr>
<td>International Financial Analysis</td>
<td>Understand the workings of international financial markets, including exchange rate basics and foreign exchange markets and exposures.</td>
</tr>
<tr>
<td>Special Topics in Financial Reporting</td>
<td>Learn the emerging and updated accounting issues impacting your business, such as changes to revenue recognition, foreign currency, and unique line items in reporting.</td>
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<tr>
<td>Heuristics and Biases in Decision Making</td>
<td>Learn how hardwired biases affect decision making and how incorporating such insights can help managers make better decisions.</td>
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<tr>
<td>Executive Presence</td>
<td>Learn to communicate messages effectively by developing executive presence and leadership skills.</td>
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CONTACT US FOR MORE INFORMATION
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