



Understanding Finance and Accounting for Non-Financial Managers

Learn the language of business with two award-winning teacher-scholars and create greater value at your organization.

Expand your knowledge and confidence with this self-paced program that guides you through financial statements, balance sheets, valuation and more. Gain a deeper understanding of finance and accounting fundamentals and learn to communicate comfortably about financial data, cash management, banking, planning, budgets, profitability, solvency and liquidity. With this immersion in the language of business, managers can make a bigger impact on their organization, discovering ways to capitalize on new opportunities and create greater value.

EARN A DIGITAL BADGE AND CERTIFICATE:

An important aspect of our programs is the ability to share your accomplishment with important stakeholders. Upon completing Understanding Finance and Accounting for Non-Financial Managers Online, you will earn a digital badge recognizing your new proficiency. Share and showcase your achievements by posting your digital badge on online resumes and social networks such as LinkedIn.

Program Faculty

Mark DeFond

A. N. Mosich Chair in Accounting and Professor of Accounting

Julia Plotts

Academic Director for the Masters of Finance Program and Professor of Clinical Finance and Business Economics

Key Takeaways / Curriculum:

- Overview of Financial Statements
 - The Balance Sheet
 - The Income Statement
 - Transaction Analysis
 - Financial Ratio Analysis
 - Foundations of Finance and Introduction to Valuation
 - Pricing of Stocks and Bonds; Introduction to Capital Budgeting – Measuring Value
 - Issues in Forecasting Cash Flow
 - Cost of Capital and Valuation
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Who Should Attend:

This course is ideal for supervisors, managers and directors in sales, marketing, production, engineering, R & D, human resources and other departments who wish to understand more about accounting and finance. No prior classroom experience in accounting or finance is expected, but familiarity with the general language of business will be assumed.

DATES

First Dates – March 23, 2022

TIME REQUIREMENT

16 hours total, 2 8-hour days.

PROGRAM COST

\$995

Executive Education

Marshall School of Business

University of Southern California

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