



UNC CHARLOTTE

Executive Education

# UNEXPECTED

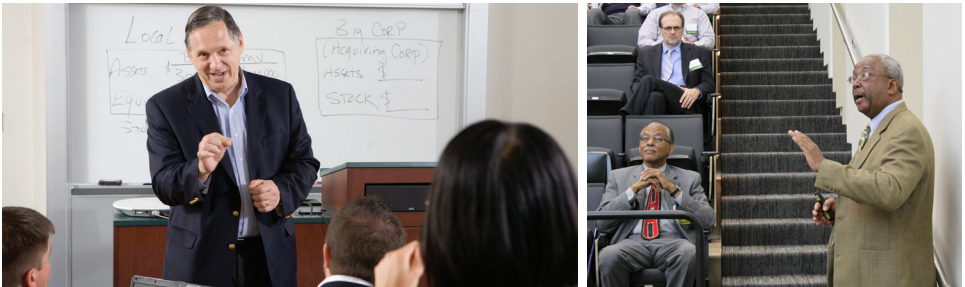
THE UNC CHARLOTTE DIFFERENCE

**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.

*Harvard Business Review (October 2009)*



## 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

### Introduction to Financial Reporting and Statements

Learn "who makes the rules," what are the primary financial statements, and the core principles and assumptions that underlie the reporting process.

### Financial Statement Analysis

Learn the process of financial analysis through the study of profitability, turnover, liquidity, and leverage structure ratios.

### Introduction to Managerial Accounting

Follow how costs flow through the general ledger accounts while learning cost types, their behaviors, budgeting, variance, and differential analysis.

### Principles of Corporate Finance

Learn the language of corporate finance and understand value creation while exploring concepts of corporate governance and how to measure risk and return.

### Creating Value through Investment

Learn the process of measuring investment returns, as well as how to value a business from an acquisition perspective.

## OPTIONAL TOPICS

### Intro to Financial Statements Simulation

Explore common concepts of finance and accounting through an interactive, fast-paced, group activity.

### International Financial Analysis

Understand the workings of international financial markets, including exchange rate basics and foreign exchange markets and exposures.

### Special Topics in Financial Reporting

Learn the emerging and updated accounting issues impacting your business, such as changes to revenue recognition, foreign currency, and unique line items in reporting.

### Heuristics and Biases in Decision Making

Learn how hardwired biases affect decision making and how incorporating such insights can help managers make better decisions.

### Executive Presence

Learn to communicate messages effectively by developing executive presence and leadership skills.



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**CONTACT US FOR MORE INFORMATION**

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