

# Finance and Accounting for the Non-Financial Professional

# Rotman

#1 in Canada for  
Open Enrolment  
THE FINANCIAL TIMES 2020

An introduction to the language of accounting and finance to help you make better decisions.



### Learn the financial skills you need to succeed.

Dramatically increase your confidence to work with financial and accounting information and improve your decision-making skills. Rotman's Finance and Accounting for the Non-Financial Professional program will demystify the language, tools, and techniques of accounting and finance so you can return to your organization with the confidence to analyze financial information to succeed.

Star players like yourself are often promoted into management roles and find yourselves needing to learn new skills to succeed. You've developed deep expertise in your field, but now you're also responsible for budget management, reporting, cash flow, projections and strategy. You can rely on your finance department in some situations, but they don't have the time to help you learn an entire new skill set.

### Take control of the finances in a new role

We've designed this program specifically for new managers and individual contributors with little to no financial training or exposure. You'll be joined by professionals from across the private and public sectors in a variety of industries, creating a strong network for you to rely on after the program ends.

### Flexible Learning Design during COVID-19

Don't feel alone while you learn online. We've designed this program to respect both the current challenges of working from home while maintaining and building connections with a class of your peers across different industries and organizations. In this virtual real-time experience, you'll still gain the networking and learning benefits of our in-class programs while learning from the comfort of your own home with a schedule adapted to your current needs.

**3.5 class days over  
7 calendar days**

**Location:**

Online

**Value:**

\$4,200 CAD + HST

**Early Bird Pricing:**

\$3,500 CAD + HST  
until 5pm EDT on  
November 27, 2020

**Questions?**

Email our learning advisor at  
advisor@rotman.utoronto.ca  
for personal assistance.

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**Apply Online:** [www.rotmanexecutive.com](http://www.rotmanexecutive.com)

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## Schedule

### Session 1:

Introduction to financial statements and uses of financial information

### Session 2:

Interpreting the balance sheet, income statement, and cash flow statements; how do they link together?

### Session 3:

Understand and calculate financial ratios; identify useful ratios

### Session 4:

Link financial statements to decisions and business models; how might we use financial statements to forecast and maintain stability?

### Session 5:

Understand and evaluate financing strategies

### Session 6:

Stocks, bonds, and cost of capital

### Session 7:

Valuing projects and businesses

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### Who Should Attend?

New managers and individual contributors without a background in finance

### Flexible Leadership Training

This program is eligible towards our Excellence in Executive Leadership Certificate. Gain recognition for your ongoing professional development and distinguish yourself as a top leader with our curated certificate.

### Learn more at:

[RotmanExecutive.com/Certificate](https://www.rotmanexecutive.com/Certificate)