Finance for Non-Financial Managers and Executives
Wednesday, September 23, 2015 | 9AM – 4PM

What You Will Learn
In this course, you will learn the language of finance and accounting; how to read balance sheets and income statements; how to analyze retained earnings and cash flow statements; how to calculate key financial ratios, and more.

This information-packed workshop has been developed following the accelerated learning model of teaching adults. Interactive exercises, relevant examples, and attendee participation reinforce learning and keep the session interesting and fun.

Key Topics
- Understand the role of accounting in the overall business process
- Understand the language of finance and accounting – including assets, liabilities, equity, expense, profit, and cash flow
- Differentiate between cash- and accrual-based accounting
- Identify the impact of various transactions on an organization’s accounts
- Read and interpret a company’s financial reports to determine its financial health
- Understand the statement of retained earnings and the cash flow statement
- Prepare a set of simple financial statements from a set of account balances
- Know the key financial ratios and how to calculate each to determine liquidity, leverage, and profitability

Who Should Attend
Nonfinancial business owners and managers, sales professionals, vice presidents of manufacturing, marketing, or engineering, project managers, assistant accountants or attorneys, human resource managers, and CEOs in all industries who need a quick overview of the key elements that financial managers address, in order to achieve the business goals for their department or company.

About the Instructor
William R. Kay, MBA, is an instructor for Bloch Executive Education, and owner of W. Kay & Associates, dedicated to helping organizations and individuals enhance their competitiveness, productivity, and technological performance. For the past 24 years, Mr. Kay has specialized in assisting businesses in the quest to improve performance in the areas of strategic planning, finance and accounting, project management, marketing, sales and sales management, and team building following the accelerated learning model for adult learning.

Mr. Kay’s professional experience includes over 20 years as CEO and owner of a major manufacturing company and the past 24 years helping major Fortune 500 companies and universities with organizational development and training.

Register Online
To register for this seminar or learn more about Bloch’s seminar offerings, please visit bloch.umkc.edu/execedseminars.