In Today’s Uncertain Economy, You Must Have the Basic Financial Skills You Need to Communicate Effectively and Make Sound Business Decisions

Fundamentals of Accounting & Finance for Non-Financial Professionals

May 19-21, 2010

- A comprehensive three-day program to help meet the specific needs of non-financial professionals like you.
- Learn the basics of accounting and finance in easy-to-understand layman’s terms.
- As a non-financial professional, you’ll be able to take your skills to the next level and be prepared to qualify your contributions to your organization.
- Understand the details of financial statement analysis and internal decision-making and use them on the job right away.

Register today
Enrollment is Limited to 25

- On-line at ContinuingEducation.ncsu.edu/seminars
- Call 919.515.2261
- Fax 919.515.7614
- Complete and mail the enclosed registration form

For more information e-mail us at ContinuingEducation@ncsu.edu

What Others Have Said About This Program

“Everything was relevant to my job... helped me understand how I impact the overall financial status of the company.”
  – Dennis Cameron, Project Manager, ElectricCities of NC, York, SC

“... Very informative for upper management who are novices in accounting. Extremely helpful. Thanks.”
  – Pat Snyder, President/CEO, Mary Frances Center, Tarboro, NC

“Excellent course! I would highly recommend this course to technical professionals who find themselves in fiscally responsible positions.”
  – Matt Fields, Vice President, Tri-City Contractors, Inc., Raleigh, NC

“What with very little accounting background, I was able to follow the course content and come away with practical skills to apply to my current projects.”
  – Brooke McKissic, Project Manager, Eaton Corp., Raleigh, NC

“This program is very informative for upper management who are novices in accounting. Extremely helpful Thanks.”
  – Pat Snyder, President/CEO, Mary Frances Center, Tarboro, NC

Your return on your investment is guaranteed! If you don’t agree that this program is everything we say it is, we’ll refund your entire registration fee.

Coordinated by
Office of Professional Development
McKimmon Conference & Training Center
NC State University • Raleigh, NC
**Fundamentals of Accounting & Finance**

**for Non-Financial Professionals**

May 19-21, 2010 • McKimmon Conference & Training Center, NC State University, Raleigh, NC

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**About This Program... Why You Should Attend**

Today’s challenging economic environment demands that no matter what your management position or style... no matter how impressive your ideas may be... you are probably going to be judged on the bottom line numbers... dollars and cents!

Let’s face it, if you’re in any position of organizational responsibility, sooner or later you’ll be called upon to establish financial policy in your area and to be able to evaluate and explain the results.

Taking part in this program will be the very best investment you can make to ensure that you are prepared to speak the language of the bottom line and to communicate effectively with financial experts. You’ll gain a clearer understanding of financial statement interpretation and you’ll leave with a greater confidence in your overall ability to contribute to the internal decision-making process.

After only three days, you’ll go back to work with a better grasp on the numbers side of your job, and you’ll be in a stronger position to increase your opportunities for career success.

**Who Should Attend**

This is the ideal learning experience for the non-financial professional at any level of any organization, public or private. If you need to gain a better understanding of the numbers side of your job, this is the very best place to get it and your satisfaction is fully guaranteed.

**What This Program is... and Just as Importantly, What It is Not**

This program is a comprehensive introduction and intensive exposure to the most important fundamental elements of Accounting and Finance, taught in a way that can be readily absorbed and understood by someone with a limited background. While this program is purposely geared toward the basics and will not inundate you with excessive or overly-complicated details, it is NOT a simple elementary overview like so many inexpensive programs on the market that profess to cover the same topic. This is a serious program for serious professionals and it is guaranteed to produce serious results... attend, and if you do not agree 100%, you’ll get your money back, no questions asked.

**You’ll Benefit in These 12 Important Ways!**

1. Understand what accountants and financial experts are talking about
2. Learn how to read, interpret, and analyze financial statements
3. Find out how to identify critical financial problems
4. Discover how to effectively review a financial statement
5. Gain appreciation of the benefits of the accrual basis over the cash basis of accounting
6. Learn the basics of the debit and credit process
7. Find out how to use financial statements to plan future actions
8. Become familiar with the newest financial analysis and decision-making tools
9. Understand the impact of financial decisions on your firm’s productivity
10. Convey your financial credibility in your organization
11. Leave motivated to implement your new skills to achieve the results you want
12. Return to work with a much higher level of confidence and ability to have a positive impact on the future of your organization!

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**Meet Your Instructor**

Alan Winters is an award-winning teacher who has extensive experience in working with adult professionals. He is presently a professor of accounting at Clemson University and also served in that capacity previously at the University of South Carolina and Louisiana State University, after receiving his Ph.D. from Texas Tech.

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**Here’s What You’ll Learn in Only Three Days**

After attending this course you will understand and put into practice knowledge gained in important areas

**Financial Accounting** for interpreting and analyzing financial statements including:

- The meaning and application of Generally Accepted Accounting Principles (GAAP)
- The fundamental bookkeeping processes
- How to read a Balance Sheet: assets, liabilities owners’ equity
- How to read an Income Statement: revenue, expenses, net income
- How to read the Statement of Owner’s Equity: contributed capital and retained earnings
- How the four basic financial statements relate to each other
- How to analyze financial statements and evaluate the performance of an entity
- How to read and interpret an annual report
- How the stock market works
- How the bond market works

**Management Accounting** for effective internal decision-making including:

- Managerial accounting and reporting concepts
- The behavior of different costs: fixed, variable, mixed
- Cost-Volume-Profit Analysis (CVP) relationships to cut costs and improve profitability
- Cost analysis for planning, control and decision-making: relevant and irrelevant costs
- The nature and benefits of Activity-based Costing (ABC)
- A variety of capital budgeting techniques: payback, net present value, internal rate of return, accounting rate of return
- The calculation and evaluation of return on investment (ROI)
- Budgeting techniques and pitfalls
- Standard cost principles and interpretations

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**Register Today!**

On-line: ContinuingEducation.ncsu.edu Call: 919.515.2261 Fax: 919.515.7614
For more information E-mail: ContinuingEducation@ncsu.edu
Schedule and Location
Check-in will take place from 8:00 a.m. - 8:30 a.m. on the first day of class. The seminar will last from 8:30 a.m. until 4:30 p.m. each day with a one-hour lunch break (your lunch and refreshment breaks are included in your registration fee). The session will take place at the McKimmon Conference & Training Center located at the corner of Western Boulevard and Gorman Street on the NC State University campus in Raleigh, NC. You will receive a map with your confirmation/receipt by e-mail or with invoice by U.S. mail. Depending on your Internet service provider and/or your personal e-mail settings, e-mails from NC State University in regard to this registration process may be considered unsolicited and not be delivered to your in box. If you do not receive an e-mail confirmation from NC State University, please check your spam file if you have one, or you may contact us at 919.515.2261 with any questions about your registration status. For more information, visit our website at ContinuingEducation.ncsu.edu or call 919.515.2261.

Bring This Seminar On-Site
Arrange to have this seminar presented at the location of your choice. Benefits include: custom tailored instruction, convenience and substantial savings over public prices if you train 10 or more of your people. Contact the Office of Professional Development at 919.515.2261 or ContinuingEducation@ncsu.edu for more information.

Continuing Education Units (CEUs)
Individuals satisfactorily completing the course will be eligible for 0.7 CEUs for each day of instruction. More information about CEUs is available on our website, ContinuingEducation.ncsu.edu.

Where to Stay
For detailed area hotel information visit our website at ContinuingEducation.ncsu.edu or call 919.515.2261.

Your Guarantee of Satisfaction
We realize how valuable your time and money are and that you and your organization expect to get a return on your investment. We promise that you will be completely satisfied with your learning experience or we will refund your entire registration fee!

If you are a person with a disability and desire any assistive devices, services, or other accommodations, please contact the Office of Professional Development at 919.515.2261 or ContinuingEducation@ncsu.edu during business hours (8:00 a.m. - 5:00 p.m. EST) at least two weeks in advance.

Earn a Certificate in Accounting and Taxation from NC State University
Complete These Core Courses
1. Fundamentals of Accounting and Finance for Non-Financial Professionals
2. Intermediate OR Advanced Income Tax School
And Any Two of These Elective Options
1. Utilizing Tax Laws to Your Advantage
2. Fiduciary Income Taxation Workshop AND Estate Taxation Workshop
3. Introductory Income Tax Workshop AND Farm Tax Issues Workshop
For more information contact us at 919.515.2261 or visit our website at ContinuingEducation.ncsu.edu/accounting.html.

Registration

4 Easy Ways to Enroll

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Call: 919.515.2261

For More Information E-mail: ContinuingEducation@ncsu.edu

Fundamentals of Accounting & Finance
May 19-21, 2010 Registration Fee: $1,295 /$995*

*The discounted rate is extended to each additional participant from the same company.

Your Priority Code

For fastest service, please enter the priority code from your mailing label, Enter this code even if label is addressed to someone else. Thank you!

First Name ____________________________ Middle Initial ______ Last Name ____________________________ Date of Birth* ____________________________
Full Title ____________________________ Badge Name ____________________________
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* In lieu of SSN, your date of birth is required as a personal identifier for internal record keeping by this university.

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Please write the name(s) of the participant(s) on the face of your check(s).
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Attention Mail Room Personnel
Please re-route if necessary!

Ideal for all levels of employees in your organization—the very best way to quickly gain a firmer grasp on the financial aspects of your job!