

# FINANCIAL ACCOUNTING FOR NON-FINANCIAL MANAGERS

## 21–23 June 2010



### → PROGRAM FOCUS

This program provides non-financial managers with a business-oriented introduction to must-know concepts of financial accounting. Key financial statements such as balance sheet and income statement as well as the importance of notes in analyzing financial statements will be covered. In order to lay the logical foundation for the preparation of financial statements, the recording of financial information (double-entry bookkeeping) is also included. Furthermore, incentives to window dressing of accounting information and the most important concepts of financial statement analysis are discussed during the program. International Financial Reporting Standards (IFRS) serve as the reference for accounting standards. Key findings are discussed with a representative preparer from a DAX company.

### → YOUR KEY BENEFITS

- Master the language and tools of financial accounting with confidence.
- Understand the role of financial accounting information in decision-making.
- Gain insight into the use of financial accounting information within the company and the management of investor relations.
- Measure assets and liabilities and confidently produce accounting data from facts.

### → WHO SHOULD ATTEND?

- Executives with limited financial background who are interested in deepening their understanding of financial accounting for improved management and decision-making capabilities.
- Non-finance professionals of all industries who wish to learn about the fundamentals of financial accounting.
- Professionals at management or prospective management level who want to update their knowledge.

### → PROGRAM OUTLINE

3 full days of teaching: 6 blocks of 4 hours comprising teaching and group work, plus individual time to prepare cases and problems. Contents can be adapted to the participants' interests.

Part I: Introduction to Key Concepts of Accounting

Part II: Valuation of Assets and Equities

Part III: A Primer to Financial Statement Analysis

Part IV: The Financial Crisis: What You Should Know About It

This program is complementary to „Corporate Finance for Non-Financial Managers“. When combined you can expect to reap the full benefits of an extra dimension to the overall program experience.

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## → PARTICIPANT'S VIEW

"Financial Accounting with Professor Wüstemann was such an inspiring, passionate and fun course. I was overwhelmed by his enthusiastic teaching."

Hokyoung Han

ESSEC & MANNHEIM Weekend Executive MBA 2010

## → CERTIFICATE

At the end of the open enrollment program, each participant will be awarded a Mannheim Business School certificate.

## → DATES, DURATION, LOCATION

21–23 June 2010

3 days

Mannheim Business School Campus

## → TUITION FEE

2,900 €

The fee includes VAT, all program material, coffee breaks, lunches and a networking event.



Prof. Dr. Jens Wüstemann

## FACULTY SPOTLIGHT

Jens Wüstemann is Professor of Accounting and Auditing at the University of Mannheim. He studied business administration at Goethe University Frankfurt and Université Paris IX Dauphine and complemented his career internationally as a visiting scholar at Wharton School (University of Pennsylvania), Stern School (New York University) and ESSEC Business School in Paris. As an author of several textbooks on financial accounting, Jens Wüstemann's research activities focus on international accounting (IFRS), accounting theory and corporate valuation. Amongst others, he is member of the executive board of the Deutsches Rechnungslegungs Standards Committee (DRSC) – German Accounting Standards Committee – and member of a working group of the European Financial Reporting Advisory Group (EFRAG). In addition, Jens Wüstemann is Academic Director of the ESSEC & MANNHEIM Modular Executive MBA and the Executive Master of Accounting & Taxation.

Business expert (e.g.):

→ Dr. Andreas Duhr (Deutsche Post AG, Bonn, Senior Vice President, Accounting Principles and Standards)

## → CONTACT US

For further information regarding this program, please e-mail [execed@mannheim-business-school.com](mailto:execed@mannheim-business-school.com) or phone +49 (0)621 181 37 21. To apply, please download our application form from our website ([www.mannheim-business-school.com/downloads](http://www.mannheim-business-school.com/downloads)).