

FINANCE AND ACCOUNTING FOR MANAGERS

Cranfield
UNIVERSITY
School of Management



Transforming
knowledge
into action



OVERVIEW

For non-financial managers and directors who want to increase their financial and accounting knowledge. This highly practical programme will help you to increase your understanding of the use of accounting and finance in the business context. By the end of the programme, you will be able to communicate effectively and confidently on financial matters within your organisation.

Please see [website](#) for dates and fees.

DURATION

5 days, residential

TO BOOK CONTACT:

Louise Gardener

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E: louise.gardener@cranfield.ac.uk



Book online at www.cranfield.ac.uk/som/fam

KEY BENEFITS

- Increased ability and understanding in financial matters
- Improved skills in analysing and interpreting financial and accounting information
- Ability to make better decisions, both on day-to-day matters and investment decisions
- Confidence to communicate effectively with your organisation's accountants.

CORE CONTENT

- Understanding and analysing the balance sheet and income statement
- Planning, budgeting and cash flow forecasting
- Preparing and evaluating capital project and acquisition proposals
- Understanding and managing costs
- Managing cash flow and working capital
- Analysing breakeven and contribution
- How to drive and monitor performance and create value throughout the organisation.

General Enquiries:

W: www.cranfield.ac.uk/som/executive | T: +44 (0)1234 754570 | E: som.action@cranfield.ac.uk



DELEGATE PROFILE

- Managers and directors who have little or no financial or accountancy training and need to improve their knowledge to manage their business areas more effectively.



THIS WAS THE BEST TRAINING I HAVE DONE IN MY 20 YEAR CAREER TO DATE. I FEEL MORE CONFIDENT AROUND FINANCIAL ANALYSIS AND INTERPRETATION, AND IN CHALLENGING MY SENIOR FINANCE COLLEAGUES WHERE APPROPRIATE! WHAT COULD HAVE BEEN A DRY SUBJECT WAS REALLY BROUGHT TO LIFE BY EXCELLENT TUTORS. Hugely worthwhile.

Matthew Wells

DIRECTOR FOR BUSINESS DEVELOPMENT, A4E

TIMETABLE

DAY 1: FINANCIAL ACCOUNTING

- Understanding the fundamentals
- Constructing an income statement, balance sheet and cash flow forecast – Part 1
- Sources of financial information

DAY 2: FINANCIAL ACCOUNTING

- Interpreting accounts
- Constructing an income statement, balance sheet and cash flow forecast – Part 2

DAY 3: INFORMATION FOR MANAGEMENT

- Cost behaviour
- Cost analysis
- Budgeting and planning

DAY 4: FINANCIAL MANAGEMENT

- Investment appraisal
- Corporate value

DAY 5: FINANCIAL MANAGEMENT

- Capital structure, gearing and financial strategy
- Divisional performance
- Transfer pricing.

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PROGRAMME DIRECTOR

ANDREA MORO LAUREA MBA, PhD,
PCAPHE

Before joining the academia in 2008, Andrea Moro worked for fifteen years as senior financial advisor for SMEs in a consulting firm completely owned by a group of Italian small local banks. In that role, he advised small and medium sized firms on financial topic during the start-up stage, major investments as well as during turnaround. The role implied the analysis of the financial soundness of projects, the setting up of budgets, the support to firms' management during negotiations with investors and banks.

He moved to the academia in 2008 firstly joining The Open University Business School where he taught finance modules in the MBA and in 2010 University of Leicester School of Management. In 2014, he joined Cranfield University where he currently teaches Finance to the Full Time MBA students and Entrepreneurial Finance to the MSc Finance students.



KEITH PARKER BSC MA (Oxon)
MBA FCA Chartered MCIPD Dip Mus

Keith's expertise is in financial accounting, management accounting, and corporate finance. He has written a book on Accounting and Financial Analysis and published articles on such subjects as brand valuation and discounted cash flow.

Keith studied Philosophy, Politics and Economics at Magdalen College, Oxford before going on to qualify as a Chartered Accountant with Coopers & Lybrand.

He then moved into the music industry as Chief Accountant and Administrator of an agency for international classical musicians, followed by a period as Financial Manager of a UK-based subsidiary of the Renault Group.

Having completed his MBA Keith became Lecturer in Finance and Accounting and was Deputy Director of the full-time MBA course for three years.



DR RUTH BENDER PhD MBA BA FCA FHEA

Ruth joined the Cranfield faculty in 1994, having completed her MBA there. Prior to this she was a partner in Grant Thornton, where latterly she specialised in corporate finance. During this period she undertook various secondments, including a year working as a private equity investment manager in the City. She is a chartered accountant and was for 13 years a committee member of the ICAEW's Faculty of Finance and Management. Other outside roles have included non-executive directorships of a Health Authority and an NHS Trust, and membership of the Independent Remuneration Panels for two local authorities.



Ruth has a broad range of teaching experience, including degree courses, open programmes and customised executive education, from new recruits through to board level. Her main teaching areas include corporate finance and corporate governance. Her research interest is in the practical implications of corporate governance as it affects boards and board committees. In particular, she has worked with non-executive directors on remuneration committees and audit committees of larger companies.

DR. YACINE BELGHITAR

BSc(Hons.) MSc PhD PGcertHE

Yacine's domain of research is at the intersection of Finance, Small Business and Corporate Strategic Management Decisions. He contributes to the understanding of the effect of managerial risk attitude on the relationship between corporate governance and managerial compensation. His recent research on managerial compensation and risk taking has been funded by ESRC, the UK's most prestigious social science funding body. Yacine is currently serving as the associate editor of *Frontiers in Finance and Economics Journal* which presents original peer reviewed research in Finance and Economics that is applicable to the business community at large. He serves as an ad-hoc referee in several academic journals and acts as an external examiner of two academic institutions.



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CRANFIELD MANAGEMENT DEVELOPMENT CENTRE

Our Open Executive Programmes are held at the Cranfield Management Development Centre (CMDC). Full board accommodation (where applicable) and all sessions are usually held at this specifically designed conference centre which has an established reputation for being one of the best centres in the country.

Located in a rural, tranquil setting on the Bedfordshire/Buckinghamshire border, CMDC is conveniently situated by the M1 motorway, railway stations and major airports. We even have an airport on site!

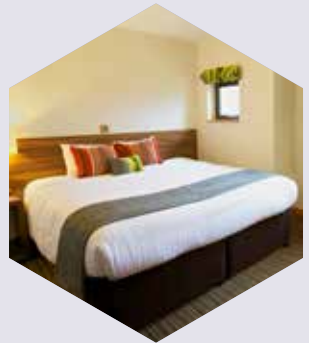
TAKING CARE OF YOUR EVERY NEED

We understand that development doesn't only happen in the lecture

room. That is why the CMDC provides inviting lounge areas where you can network with your colleagues, restaurants that allow conversation to flow easily as you enjoy the excellent cuisine, and fitness facilities, including a swimming pool, sauna and exercise room, to relax and invigorate you at the end of the day.

A HOME FROM HOME

After a hard day's learning, lie back and relax in one of the 186 modern en-suite bedrooms, all of which are designed to make you feel at home. The amenities include free Wi-Fi, freeview television, a great working area with appropriate light and desk space and a music centre to help you unwind.



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PLEASE BE AWARE:

The information in this brochure was correct at the time of going to press. However, as part of the on-going development of our programmes, delegates, leading academics and practitioners continually review the programmes and their content.

We have made every effort to use accurate descriptions, images, quotations and references but errors and omissions may occur and are expected. Please check the programme page on the website for the latest information, fees and offers.

Cranfield School of Management reserves the right to amend the published programmes. For full terms and conditions please see our website:

www.cranfield.ac.uk/som/executive/tc

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