

Fine Tune Your Financial Skills

Essentials of Finance and Accounting
October 13 through December 1, 2020



GET THE INSIGHTS THAT FUEL SUCCESS



SMU | COX

EXECUTIVE EDUCATION



In This Session

**Overview of SMU Cox &
Executive Education**

Course Introduction:

- ***Essentials of Finance and Accounting***

Registration Process

Key Contacts

Q&A





The SMU Cox
ADVANTAGE

World-Renowned Faculty

Nationally Ranked Degree Programs

First-Class Executive and Leadership Programs

Partnership with the George W. Bush Presidential Library

Located in the Heart of Dallas

Ally for Lifelong Learning

SMU Cox: Our Approach to Executive Education

What We Bring

Over Four Decades

Hundred of Organizations

Thousands of Future Leaders

How We Deliver For You

- We are passionate about people.
- We believe in lifelong learning.
- We actively engage with the business community.
- We have local roots and global reach.

Essentials of Finance and Accounting

Q&A with Dr. Hemang Desai



Q

Why is understanding of Accounting and Finance a necessary skill?

To ascend in an organization, you need to understand the financial language.

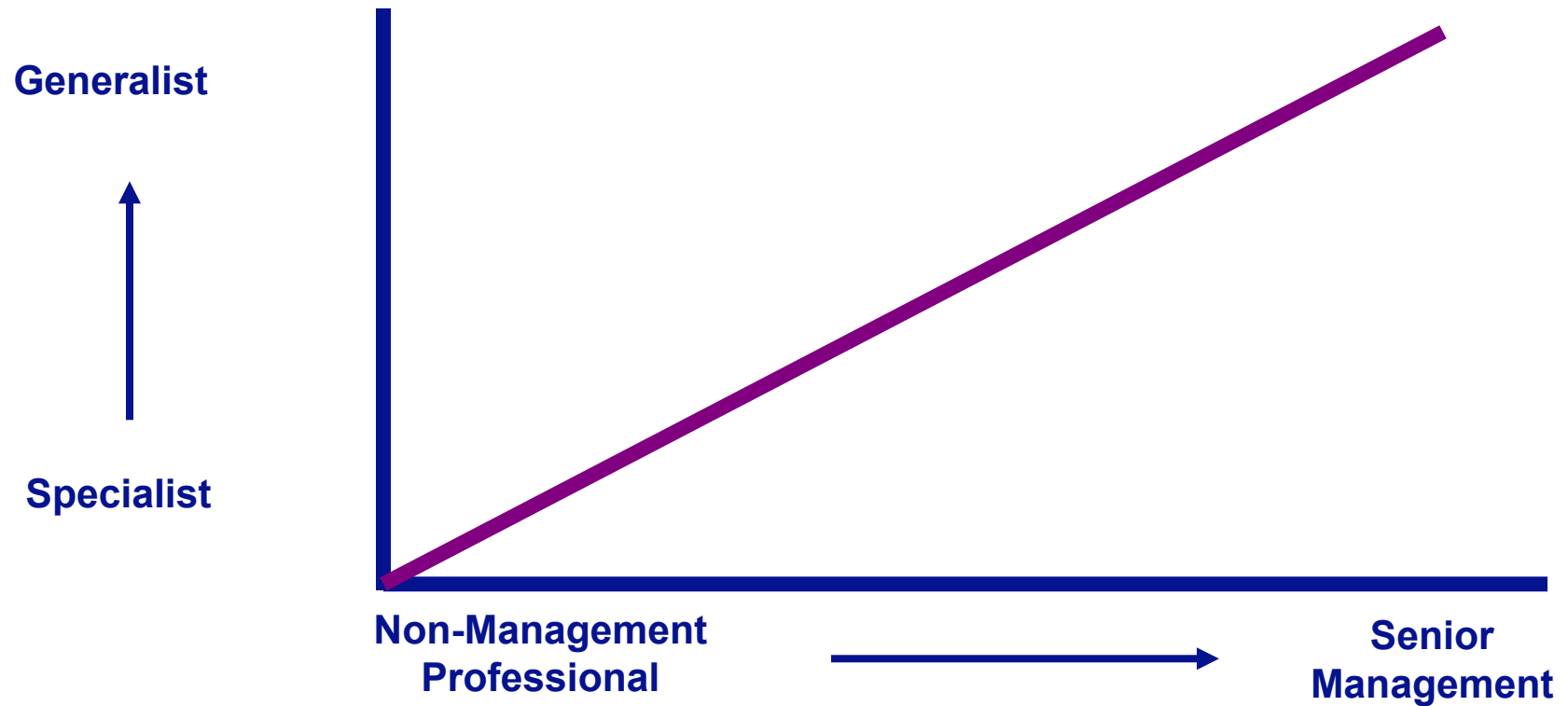
Financials are a scorecard of your decisions.



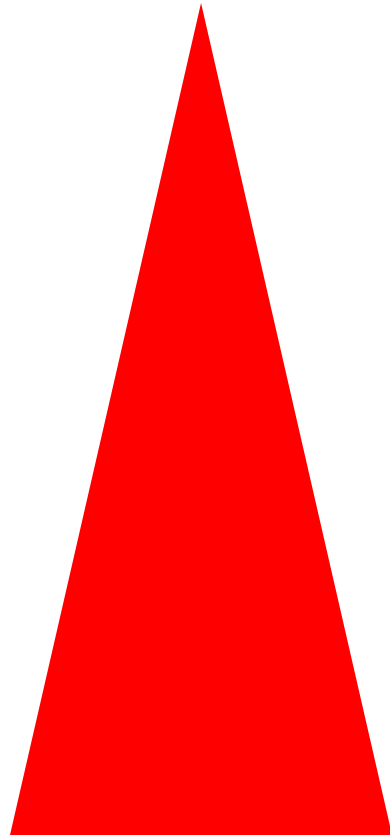
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Why are we here?

As one rises in the organization, one increasingly becomes a generalist:



The Need for a New Language



Top Mgmt

10% technical,
90% financial

Middle Mgmt

50% technical,
50% financial

Lower Mgmt

10% financial,
90% technical

Program Overview



What makes the program unique?

Topical Coverage and Pedagogy



**Which topics will be covered in the program?
How will the topics be taught?**



Objective of this program

- Is to introduce the language of Accounting and Finance to corporate managers
- Program will focus on three broad topics
 - I. How to read and interpret financial statements (Modules 1, 2 and 7)
 - II. Strategic cost allocation and cost analysis (Modules 5 and 6)
 - III. Develop framework for value creation for your firm/organization (Modules 3, 4 and 8)



Pedagogy

- Concepts will be illustrated with examples of how to apply them to real-world situations via
 - Examples, mini-cases and full length cases
- Cases will involve 3 to 4 key decision points and will necessarily involve judgement
 - Cases will likely not have the right answers and you may not have full information
 - Research shows that such an approach leads to greater retention
 - Develops analytical, communication and leadership skills
- *I hear and I forget, I see and I remember, I do and I understand (Confucius)*



Online Format

- We will use Canvas a learning management system that is user-friendly
- There will be 2 to 4 hours of pre-work for each live session which will include pre-recorded lecture videos on each topic (due dates are in Canvas)
- A discussion forum
- Live sessions every Tuesday evening from October 13 through December 1 from 6:00 p.m. to 7:30 p.m.
- The focus of the live session will be case study discussion and application of the topics taught in the pre-recorded lecture videos

SMU Expert Faculty

Q

Who can we expect to teach in the program?

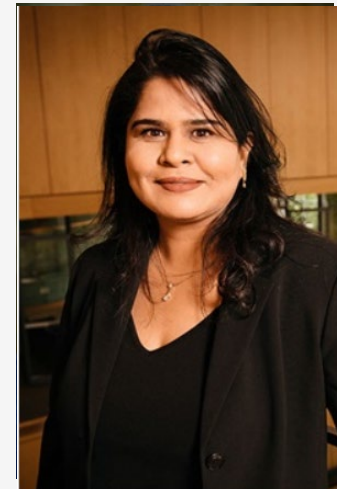
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Distinguished
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Gauri Bhat,
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Associate
Professor of
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EY Faculty
Fellow

Who Should Apply?



- Managers at all levels who work in financial areas
- Technical managers with profit/loss or budget responsibilities
- Individuals targeted for promotion
- Anyone seeking a better understanding of basic finance and accounting



Additional Questions? Connect with Us.

Open Forum Q&A



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Fall 2020 Program Calendar

September	9/14: Rising Latino Leaders
October	10/13 Essentials of Finance and Accounting
November	11/10: Building the Intelligent Enterprise
Year-Round	Custom Programs designed in collaboration with companies specifically to meet the needs of their business objectives.