Fine Tune Your Financial Skills

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

GET THE INSIGHTS THAT FUEL SUCCESS
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.
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.
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

Top Mgmt
Middle Mgmt
Lower Mgmt

Hinge position
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.
Who can we expect to teach in the program?

SMU Expert Faculty

Hemang Desai, Ph.D.
Distinguished Professor of Accounting and Accounting Department Chair

James (Jim) Linck
Ph.D., CFA, CPA
Distinguished Professor of Finance and Finance Department Chair

Gauri Bhat, Ph.D., CFA
Associate Professor of Accounting and 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

Dr. Hemang Desai
Distinguished Professor of Accounting and Accounting Department Chair
hdesai@smu.edu
214.768.3185

Dr. Luigi Pecoraro
Managing Director
lpecoraro@smu.edu
214.768.3549

Sheri Moore
Director, Business Development
shmoore@smu.edu
214.768.9113
<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>9/14</td>
<td>Rising Latino Leaders</td>
</tr>
<tr>
<td>October</td>
<td>10/13</td>
<td>Essentials of Finance and Accounting</td>
</tr>
<tr>
<td>November</td>
<td>11/10</td>
<td>Building the Intelligent Enterprise</td>
</tr>
</tbody>
</table>

Year-Round: Custom Programs designed in collaboration with companies specifically to meet the needs of their business objectives.