



A UToledo Family Business Center Certificate Course

ACCOUNTING FOR NON-ACCOUNTANTS

Accounting goes beyond bookkeeping. Understanding the basic concepts of accounting is essential to success in business. This course is designed for people without formal accounting training but who need to understand and appreciate how business transactions are recorded, summarized, and interpreted for decision-making purposes. Through a series of exercises, participants get a practical application of theories and concepts, from event/transaction recognition to understanding financial statements and preparation.

WHO SHOULD ATTEND?

- Professionals tasked to perform accounting or bookkeeping functions but do not currently possess the required training and/or skill for the job
- Professionals wanting a refresher on financial accounting activities
- Business owners and decision-makers
- Entrepreneurs

Click Here or Register Online at

<https://utfbc.memberclicks.net/accounting-for-non-accountants#/>



Family Business Center



utoledo.edu/centers/family-business-center

PROGRAM DATES AND CURRICULUM:

All sessions are from 8:30 a.m. – 12:30 p.m. and held in the Savage and Associates Business Complex, on the Main Campus of The University of Toledo. Participants may attend in-person or virtually.

June 1, 2021

- The vocabulary of accounting and how it can be used to evaluate performance and set goals
- Introduction and analysis of the Balance Sheet and Income Statement
- Flow of costs

June 2, 2021

- Introduction and analysis of the Statement of Cash Flows
- Financial statements analysis: comparative analysis, ratios and how they interact together
- Cost behavior

June 3, 2021

- Review of participants' company analysis project

PROGRAM COST:

\$750 for UToledo Family Business Center members; \$1,000 for non-Center members.

This program is being offered in partnership with the UToledo Neff College of Business and Innovation's Center for Continuous Improvement.

ABOUT THE INSTRUCTOR:

Diana R. Franz, Ph.D., CPA is the department chair and a professor in the Accounting Department in the John B. and Lillian E. Neff College of Business and Innovation at The University of Toledo. She has served as chair for over 14 years. She is also engaged with the community as a member of the Board of Directors and the Treasurer of Toledo School for the Arts. Franz also sits on the board of the Toledo chapter of Financial Executives International (a professional group).

Dr. Franz received her Ph.D. from Texas Tech University in Lubbock, TX, where she was awarded the College of Business Administration Dean's Excellence in Teaching Award. She is originally from Wichita, KS and has a Master of Professional Accountancy from Wichita State University. Prior to her Ph.D. program, Franz worked as an auditor in public accounting and as a senior tax accountant for a bank holding company

