

*Frontiers in Finance Executive Seminars***Finance & Accounting Essentials for the Non-Financial Manager****June 6-8, 2005****\$2500**

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As a manager, every decision that you make, e.g., for strategic planning, implementation or performance analysis, has financial implications for your company. In this three-day program, you will gain a thorough grounding in the fundamentals of finance and accounting to help you use financial data to make better business decisions. Armed with the practical tools necessary to integrate financial and accounting data into business operations, the course will help you to drive your business unit to greater success and you will gain the skills and confidence to discuss strategy and financial performance with accountants, financial managers and shareholders in your firm. Through a combination of lectures, discussion and case studies, you will expand your understanding of—and contribution to—the bottom-line.

Topics

- Introduction to Financial Concepts and the Link to Strategic Business Management
- Fundamental Reporting Concepts
- Analyzing Profitability and Risk Using Financial Data
- Financial Assessment of Corporate Investments
- Financing/Liability Management

Who Should Attend

This program is designed for mid- to senior-level managers whose expertise is in an area other than accounting or finance. They include:

- Marketing and sales managers
- Operations managers
- Small or private business owners
- General managers
- Customer-relations managers
- Consultants
- Non-financial personnel of financial services companies
- Any professional who wants to enhance the development and execution of their business strategies using finance and accounting will benefit

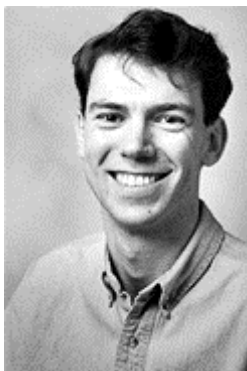
Program Faculty



Paul R. Brown is Professor of Accounting, Taxation & Business Law at NYU Stern School of Business and immediate past Chairman of the Department of Accounting, Taxation and Business Law. He also served on the faculties of the Yale School of Management, INSEAD at Fontainebleau, France, and the International University of Japan, Niigata Prefecture. He teaches courses in financial statement analysis and is the founding editor-in-chief of *The Journal of Financial Statement Analysis*. In addition, he is the co-author (together with Clyde P. Stickney of the Amos Tuck School of Business Administration, Dartmouth College) of *Financial Reporting and Statement Analysis: A Strategic Perspective* (fourth edition, Dryden, 1999).

His primary research interests center around financial reporting and analysis issues, including earnings measurement, earnings management, analyst's earnings expectations, SEC/FASB policy formation and analysis, and auditor independence. He has published extensively in all these areas of expertise. Currently, he is co-director of the Vincent C. Ross Institute's Corporate Earnings Project.

He is a member of both the American Institute of CPAs and the American Accounting Association. Prior to entering academic, he received his CPA from the Commonwealth of Pennsylvania and worked as an auditor for Arthur Andersen & Co. and as a staff member of the Financial Accounting Standard Board.



Robert F. Whitelaw is a Professor of Finance at New York University Stern School of Business. Professor Whitelaw teaches courses in corporate finance and investments at the MBA, executive and undergraduate levels.

Professor Whitelaw has been with NYU Stern for more than 10 years. His primary research areas include stock return predictability, the relation between risk and return in the stock and bond markets, the pricing and hedging of fixed income derivatives, and risk management. Professor Whitelaw has published articles in academic journals including the *Review of Financial Studies*, the *Journal of Finance*, and *Management Science*, as well as practitioner journals such as the *Journal of Derivatives*, the *Journal of Fixed Income*, and the *Financial Analysts Journal*. He is a past Associate Editor of the *Review of Financial Studies*, a current *Associate Editor of the Journal of Finance* and a research associate of the NBER. In addition to his work at NYU Stern, Professor Whitelaw was a visiting associate

professor at UCLA.

Professor Whitelaw received his bachelor of science in mathematics from Massachusetts Institute of Technology and his doctor of philosophy in finance from Stanford University.

To Register

Please complete the [registration form](#) and send it via fax to: (212) 995-4220

Or send it via mail to:

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Stern School of Business
44 West 4th Street, Suite 9-160
New York, NY 10012-11226

Telephone (212) 998-0700

E-mail salomon@stern.nyu.edu

Enrollment in this program is limited and early registration is encouraged.

Special discounts are available to **Stern Alumni, Corporate Associates** of the Salomon Center, members of the **Turnaround Management Association**, and members of **GARP**

Program Dates

June 6-8, 2005

Cost

\$2500

Location

NYU Stern, 44 West 4th Street
New York City