

# € TRAINING

Managerial Accounting Essentials for Non  
Financial Professionals

13 - 17 October 2024  
Istanbul (Turkey)





# Managerial Accounting Essentials for Non Financial Professionals

REF: F88 DATE: 13 - 17 October 2024 Venue: Istanbul (Turkey) - Fee: 5300 Euro

## Introduction:

This training program introduces managerial accounting principles tailored for non-financial professionals, focusing on how to leverage accounting information for effective planning, decision-making, and control. It empowers participants to understand and apply key financial concepts, enhance their strategic decision-making capabilities, and contribute to organizational success through informed financial management.

## Program Objectives:

By the end of this program, participants will be able to:

- Understand fundamental managerial accounting concepts and their applications.
- Utilize accounting information for effective planning and budgeting.
- Analyze financial data to support strategic decision-making.
- Implement control mechanisms to monitor and improve organizational performance.
- Communicate financial insights effectively to support business decisions.

## Targeted Audience:

- Project Managers.
- Operations Managers.
- Marketing Professionals.
- Product Managers.
- Business Unit Leaders.

## Program Outline:

### Unit 1:

#### Introduction to Managerial Accounting:

- Overview of managerial accounting and its role in business.
- Key differences between managerial and financial accounting.

- Understanding financial statements and their components.
- The importance of cost behavior and cost analysis.
- Practical examples of managerial accounting in decision-making.

## Unit 2:

### Cost Analysis and Budgeting:

- Types of costs: fixed, variable, and mixed.
- Cost allocation methods and their applications.
- Budget preparation and variance analysis.
- Techniques for cost estimation and forecasting.
- Case studies on effective budgeting and cost management.

## Unit 3:

### Performance Measurement and Control:

- Establishing performance metrics and key performance indicators KPIs.
- Techniques for performance measurement and control.
- Analyzing performance reports and addressing variances.
- Implementing control systems to improve operational efficiency.
- Examples of performance management in various industries.

## Unit 4:

### Decision-Making and Financial Analysis:

- Methods for analyzing financial data for decision-making.
- Cost-volume-profit CVP analysis and its applications.
- Evaluating investment decisions and capital budgeting.
- Understanding break-even analysis and margin of safety.

## Unit 5:

## Communication and Reporting:

- Techniques for effective communication of financial information.
- Preparing and presenting financial reports to non-financial stakeholders.
- Using accounting data to support strategic planning and decision-making.
- Best practices for reporting and visualizing financial information.
- Practical exercises on creating and presenting financial reports.