



CASS
BUSINESS SCHOOL
CITY UNIVERSITY OF LONDON
EST 1894

Executive Education Open Programmes

Fees

£2,995 (no VAT is charged)

Includes all meals, refreshments and programme materials.

Duration

3 days

Admissions criteria

Proven management experience. Experience with financials is not a pre-requisite. All candidates must submit an application to ensure a qualified, executive-level cohort experience.

Finance for Non-Financial Leaders

Increase your influence and ability to lead with an improved understanding of finance and the language of business in this focussed, interactive and collaborative three-day programme.

Programme overview

As a non-financial senior leader, an understanding of finance, financial management, corporate and management metrics and reporting are essential in operating, influencing resourcing decisions and leading the business. This programme will provide you with increased confidence and greater ability to review and assess financial information and decisions, improving your ability to influence resources and articulate business impact with your colleagues, peers and stakeholders.

Who is the programme for?

The programme is designed for non-financial senior managers and executives who need a practical appreciation and command of basics of finance, financial management, corporate and management metrics and reporting financial impact.

Focus and structure

The Finance for Non-Financial Leaders programme is divided into three parts and covers three days. The programme is experiential and highly interactive. It employs a combination of teaching methods including class work, role play, group exercises and practical examples along with cases studies, supported learning, peer and tutor review and reflective work.

Day one

Introduces you to financial statements and how to review them to identify key trends and business drivers. You will learn how key financial and non-financial drivers blend with business strategy.

Day two

Exposes you to managerial accounting and how to evaluate the financial impact of a business case. You will explore the importance of concepts such as opportunity costs, sunk costs and contribution for articulating your business case.

Day three

Consolidates and extends the learning from days one and two with an opportunity to apply your knowledge of the financial tools learned in a simulated business case. Extend your knowledge by exploring how businesses are funded and how they manage risk. By the end of the programme you will be able to incorporate and articulate financial impact when developing business cases for your organisation.

Programme benefits

- Build your confidence in speaking the financial language of your business
- Develop the financial competency to review financial dashboards and contribute in leadership meetings
- Learn how to incorporate a financial impact case
- Improve your ability to communicate financial priorities, measures and issues to benefit the business
- Appreciate the ethical issues and responsibilities of the finance function.

Apply now at
cass.city.ac.uk/execed

Open personal development programmes

- Strategic Decision Making for Leaders
- Becoming an Effective Leader
- Effective Negotiation Skills
- Practical Accounting and Finance for Entrepreneurs
- Leading Digital Transformations
- Finance for Non-Financial Leaders
- Developing your Core Consulting Skills
- Leadership Communication: Present Yourself with Lasting Impact.

World class faculty lead by:

Dr. Danielle Lyssimachou



Danielle is an Associate Professor in Accounting (equivalent to Reader) and Course Director of the BSc Accounting

and Finance degree at Cass Business School. She is also an honorary lecturer at Manchester Business School, University of Manchester, having previously held a full-time appointment there, and was a visiting professor at EDHEC Business School, France during 2009-13. Danielle holds a PhD in Accounting & Finance from Manchester Business School, an MSc in Industrial and Financial Economics from

the University of Gothenburg in Sweden and undergraduate degrees in Accounting and Marketing from Greece and Ireland. Prior to joining academia she worked as a management accountant in the healthcare sector.

Danielle has extensive experience teaching accounting & finance courses at undergraduate, MSc, MBA and Executive Education level in the UK, the US, the Channel Islands, the UAE, France, Azerbaijan and Indonesia. Known for her passion for teaching, she has received numerous recognitions and awards for her commitment to teaching excellence, including Student Voice Awards for Best Teaching and for Overall Achievement by City, University of London.

An experience at the heart of global business

London is one of the world's great business centres and a hub of creativity and innovation. With the Lord Mayor of London as our Chancellor, we provide unparalleled connections to an elite network of businesses and organisations. Learn with the people shaping markets and leading new trends in our executive development facility, designed with active, collaborative working in mind.

Apply now at
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