FINANCIAL LITERACY

Build your financial literacy with a deeper understanding of financial statement components to assess the performance and financial position of organizations. Learn how to analyze this information and understand the key factors used in making investment decisions.

Before you can make effective financial decisions, you need to become proficient in navigating the key financial statements. In this interactive, blended workshop, you will:

• Build a solid foundation and understanding of important financial terms and ratios
• Practice concepts by analyzing financial statements from major industries to link to your new vocabulary
• Learn about the major factors used in making investment decisions.

LEARNING OBJECTIVES

Upon completing this program, you will:

• Communicate more effectively with financial executives in your organization
• Build financial vocabulary to better understand and interpret key financial statements
• Sharpen skills in assessing the strengths and weaknesses of competitors by analyzing their financial statements
• Navigate between strategy and operations using financial statements and ratios
• Understand the decision criteria used when companies make investment decisions

WHO WILL BENEFIT

You will benefit from this learning experience, if you are interested in exploring the following questions:

• When, how and why are financial statement components recognized and valued?
• How reliable are the numbers shown on financial statements?
• How can I examine the relationships between items shown on financial statements through ratio analysis?
• How can I use ratio analysis to compare the performance of companies?
• What are the key factors that we need to consider when making investment decisions?

Dates: Apr 6-May 11, 2020
Program Delivery: Blended
Commitment: 11.5 hours
Investment: $975

*Program schedule and content is subject to change. Please visit haskayneexeced.ca the most up-to-date program information.
**PROGRAM SCHEDULE: April 6 - May 11, 2020**

<table>
<thead>
<tr>
<th>Date</th>
<th>Learning Activities</th>
<th>Format</th>
<th>Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of April 6</td>
<td>Virtual learning platform orientation</td>
<td>Online†</td>
<td>30 minutes</td>
</tr>
<tr>
<td>Week of April 14</td>
<td>Unit One: <em>Financial statements</em></td>
<td>Guided online units</td>
<td>1 hour</td>
</tr>
<tr>
<td>Week of April 20</td>
<td>Unit Two: <em>Financial statements continued</em></td>
<td>Online†</td>
<td>1 hour</td>
</tr>
<tr>
<td>Week of April 27</td>
<td>Unit Three: <em>Financial Statements continued</em></td>
<td>Online†</td>
<td>1 hour</td>
</tr>
<tr>
<td>Week of May 4</td>
<td>Pre-workshop materials</td>
<td>Self directed</td>
<td>1 hour</td>
</tr>
<tr>
<td>May 11</td>
<td>Workshop: <em>Analysis and ratios; Financial decision-making</em></td>
<td>In class participation</td>
<td>7 hours</td>
</tr>
<tr>
<td>Post-program</td>
<td>Follow up and case studies</td>
<td>Self directed</td>
<td>1 hour</td>
</tr>
</tbody>
</table>

* Program schedule and content is subject to change. Please visit haskayneexeced.ca for the most up-to-date program information.
† Online, virtual learning platform

**FACULTY**

Wayne Irvine, *Senior Instructor in Accounting*, Haskayne School of Business

Wayne teaches in the area of financial accounting, auditing and financial literacy at the undergraduate, graduate and executive level. He also teaches courses for the CPA Western School of Business. Previous to his academic career, Wayne developed an extensive financial background in the private sector working as a senior manager at PwC. In addition to his client responsibilities, he coordinated their in-house training programs. Wayne has authored case exams and is the co-author of one of the most widely used financial accounting textbooks in Canada. Recently, he has also recently also received the Fellow of Chartered Professional Accountants award from CPA.

**REGISTER NOW**

Haskayne Executive Education
University of Calgary
Downtown Campus
6th Floor, 906 – 8th Avenue SW
Calgary, AB T2P 1H9

403.220.6600
haskayneexeced.ca
execed@haskayne.ucalgary.ca

UNIVERSITY OF CALGARY
HASKAYNE SCHOOL OF BUSINESS