



QUEEN'S  
UNIVERSITY  
BELFAST

WILLIAM J. CLINTON  
LEADERSHIP  
INSTITUTE

# FINANCE FOR NON-FINANCIAL MANAGERS IN THE DIGITAL AGE



SHAPING  
A BETTER  
WORLD  
SINCE 1845



**PROGRAMME DATES**

May 2025  
November 2025



**PROGRAMME FORMAT**

On campus over 2 days



**LOCATION**

Queen's Business School, Belfast



**LANGUAGE**

English



**PRICE**

£1000  
Payment options are available



**WHO SHOULD ATTEND**

Small business owners, Mid-to senior-level managers who are in leadership positions – of business units, functions, and products – who want to understand and use financial information. Executives seeking to learn fundamental accounting and finance concepts to confidently make better decisions and review organisational performance.

**FINANCE FOR NON-FINANCIAL MANAGERS IN THE DIGITAL AGE**

# OVERVIEW



Accounting is often known as ‘the language of business’. It’s easy to see why, with financial information often providing critical information for decision making, performance evaluation and broader strategic and operational decisions. In this context, an ability to understand, use and question the financial information provided is a vital asset to business owners, managers and leaders. Confident use of such information is often the key in transitioning from being an expert in your own field to becoming an effective manager or leader.

Whether you are a manager or leader, or just thinking ahead to your future career, this programme is designed for current and future leaders who wish to broaden their financial knowledge, regardless of previous experience.

The course begins by putting financial information into a business context. It distinguishes between cash flow and profit, looking at first budgeting and then the main financial statements of a business. A hands-on simulation helps to demystify these statements, key accounting concepts and

terminologies. Discussions allow participants to put these concepts and terminologies into their own contexts. The course then uses practical examples to explore how this financial information can be used to evaluate performance, identify warning signs and make decisions such as capital investment decisions. Finally, the course looks forward to how digital technologies are changing the finance function and what opportunities and challenges this will bring for the users of financial information.

This immersive, practical, two-day course will enable you to comprehend and interpret financial information with confidence. You will be ready to use financial information to drive improvements and create opportunities in your organisation.

*“Expertly delivered by Danielle, taking the time to break things down to basics at a relaxed pace to ensure all attendees had a clear understanding of the content. Well-structured and very relevant. I would encourage others to sit this course”*

**Sam Pyper, Senior Contracts  
Manager, FK Lowry Ltd**



Our exceptional campus platform will give you access to videoconferences, forums, readings, slides, technical notes, multimedia documents, and case studies required for the programme.



Gain the knowledge and tools make better decisions and drive your organisation's competitive edge. Improve your performance and boost your career advancement with market-driven business skills.



Network with like-minded professionals and learn from your peers as well as industry experts and faculty.

## Walk away with the skills to:

- Put financial information in business context
- Emphasise the importance of budgeting and cash flow
- Understand financial statements and key accounting terminology
- Use financial information for evaluation and decision making
- Get ahead of developments in financial information
- Understand how digital technologies are shaping financial management
- Ask relevant questions with confidence

## WHO IS THIS PROGRAMME FOR

Developed with the busy executive in mind, this programme is suitable for professionals from any industry, and at various stages of their career – business owners, mid-to senior-level managers, leaders of a functional department, head of a business unit or product development, and executives with general management responsibilities. It is particularly suitable for those who are transitioning into roles where they are being provided with more financial information as a means to evaluate performance or make decisions, or those who identify that financial information could assist with their role, but do not have a background or previous training in accounting or finance.

Our immersive, practical, on-campus classes provide an efficient and effective way to build knowledge and confidence in this important aspect of business. It will be of benefit to individuals seeking to enhance their own practice, and to organisations that can gain from better decision making and stronger, more confident leaders.

## PROGRAMME STRUCTURE AND CONTENT

DAY 1	DAY 2
<p><b>AM</b></p> <p><b>Putting financial information in a business context</b></p>	<p><b>AM</b></p> <p><b>Using financial information to make decisions and evaluate performance</b></p>
<p><b>PM</b></p> <p><b>Understanding the main financial statements</b></p>	<p><b>PM</b></p> <p><b>Real world implications of finance function transformation</b></p>

**ON CAMPUS**

## PROGRAMME FACULTY



### PROFESSOR DANIELLE MCCONVILLE

Danielle McConville is Head of Department for Accounting in Queen's Business School. She is a qualified accountant, having trained with EY and worked with a wide range of clients. She has extensive experience in teaching finance and accounting to non-accountants and is an engaging and knowledgeable facilitator, both in person and in online teaching.

Professor McConville has taught Finance for Non-Financial Managers as an Executive Programme for the Leadership Institute since 2017 and has taught bespoke variants of that course for industry clients. She teaches Management Accounting and Accounting Information Systems in the Business School and for the professional accounting qualifications. She holds a PhD in Accounting from QUB, and her research includes charity regulation and accountability, accounting technologies and education.

## EXCEPTIONAL EXECUTIVE EDUCATION EXPERIENCE

RUSSELL  
GROUP



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The William J. Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, as part of Queen's Business School is to educate and empower leaders for the benefit of business and society. Our executive programmes synergise the rich Queen's University academic heritage with cutting edge leadership thinking and techniques from experts at William J. Clinton Leadership Institute and Queens Business School. Real world industry insights and exciting new developments from our university research centres contribute to building leadership expertise, transforming individual and organisational performance and boosting competitive edge.



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