The focus of the course is to provide participants with an introduction to accounting basics. It highlights the role of financial and managerial accounting for effective decision-making and control. It also addresses some common pitfalls when making important decisions and ways to overcome them.

**Basics of Accounting - 4th - 5th June 2019**

- Introduction to Financial Accounting
- Understanding and Creating Financial Statements
- Relevance of Financial Statements in Managerial Decision-Making
- Managerial Accounting, CVP Analysis and Cost Assignment
- Common Pitfalls in Cost-Based Decision-Making
- Beyond Cost-Plus: Value-Based Pricing of Products and Services

**Top speakers**

- Prof. Dr. Michael Burkert, University of Fribourg, Subject Area Coordinator
- Dr. Matthias Klein, Zürich Versicherungs-Gesellschaft AG
- Ursina Müller, Simon-Kucher & Partners

**What our students said**

- Interesting insights into various companies
- Case studies were very useful
- Well structured course