



# Economy for none accountants

## *Management accounting*

**In only 5 to 7 hours  
the participants will gain:**

- Economical understanding.
- Know how to make a balance sheet.
- Know how to make a income statement.
- Use of key indicators and financial statements.
- Understand important economical correlations within a company.
- Learn about internal and external cash flow.
- Make changes to improve earnings.
- Use of new pedagogical learning methods.

Financial Illustrator



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**TARGET PARTICIPANTS ARE EVERYONE – NOT LEAST PARTICIPANTS WITHOUT ANY PRIOR ECONOMICAL KNOWLEDGE.**

**ON THE BASIS OF THE NEW PEDAGOGICAL METHOD THE PARTICIPANTS WILL GAIN IMENSE ECONOMICAL KNOWLEDGE AFTER ONLY A FEW HOURS TRAINING.**

**COURSE THEORY IS TRADITIONAL MANAGEMENT ACCOUNTING.**

**OUR UNIQUENESS IS OUR THEACHING TECHNIQUE:  
"LEARNING BY DOING"**

***Økonomi Illustrator® is used by universities and colleges in Norway.***

**Financial Illustrator**



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**Økonomi Illustrator® is an effective competence tool which gives greater understanding of company economics.**

**By use it achieves (among other factors):**

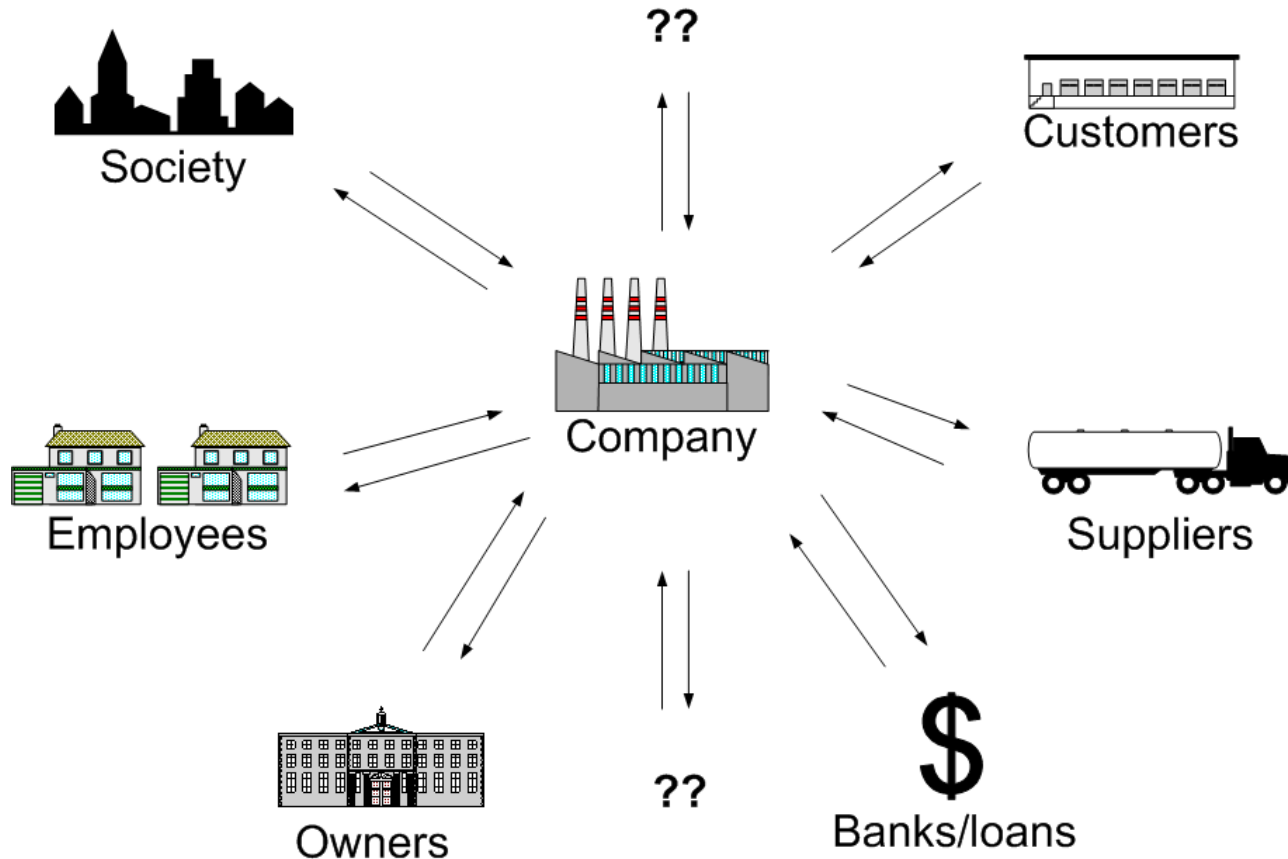
- **Creates greater understanding of correlations between input factors in the company and financial results.**
- **Shows participants that organizational changes can improve financial results.**
- **Aim to give all employees an understanding of economical correlations, in such a way that organizational changes can be achieved; and strengthens the company's competitive powers.**
- **An important goal is start processes where the employees themselves can make suggestions for how their company can achieve better financial results.**

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The company is and will be an integrated part of society:

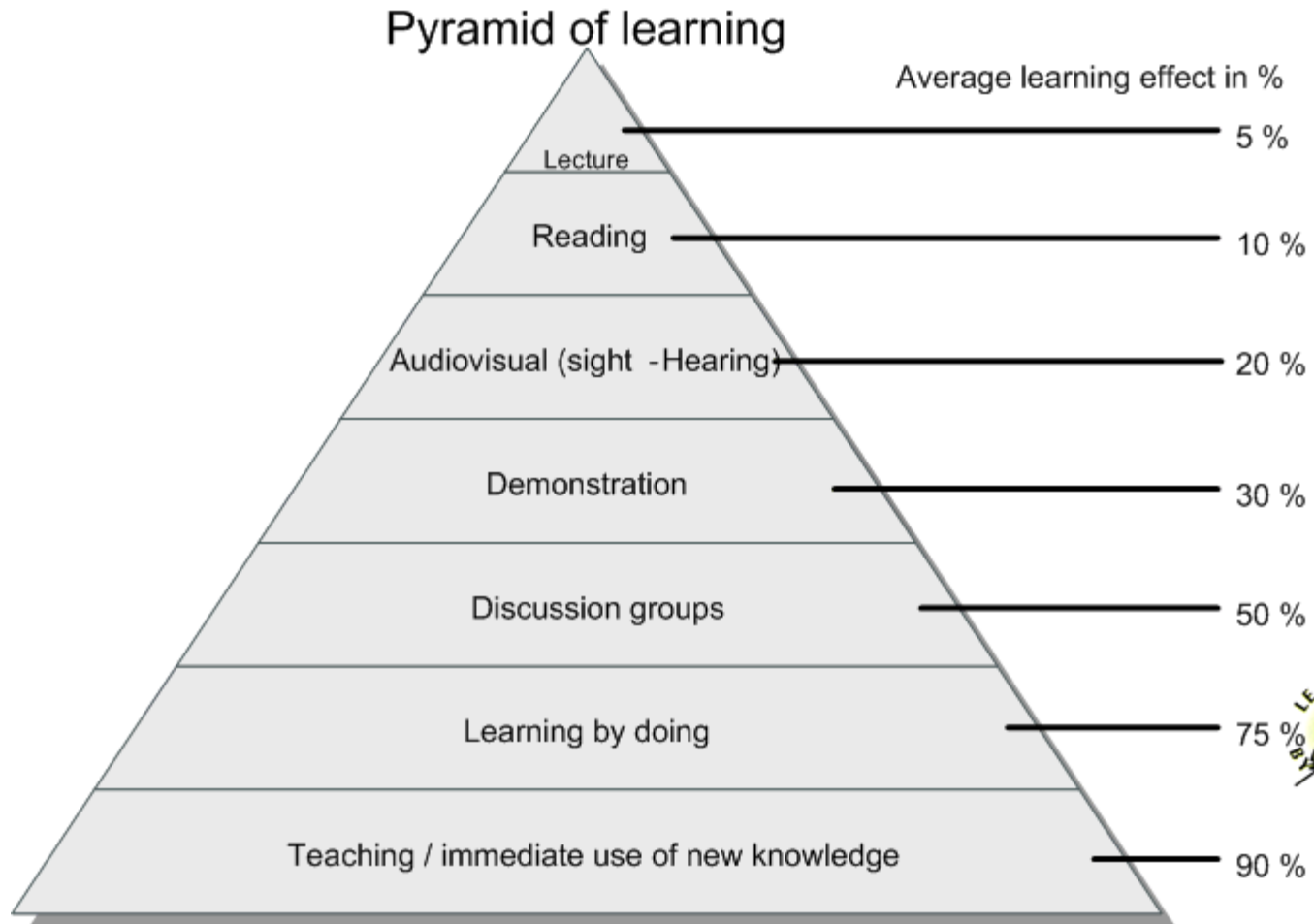


And therefore shall have relations to employees, owners, customers, suppliers, banks etc. In this simulator the participants will take in account these relations.



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**Pedagogical method: "Learning By Doing":**



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## The pyramid of learning – "Learning By Doing":

- The participants are learning by doing.
  - Average learning effect is therefore much higher than with use of traditional learning methods ie. lectures.
- Our method is an effective, exciting and entertaining learning method, which has a vast number of advantages ie:
  - Participants learn much – in a very short time period
  - Employees are away from their work area only a very limited time.

During the course the participants will be divided into groups. Each group constitute leader teams for their own "company", and shall lead it through several years; management, investments and changes. This will be done in sharp competition with the other groups.

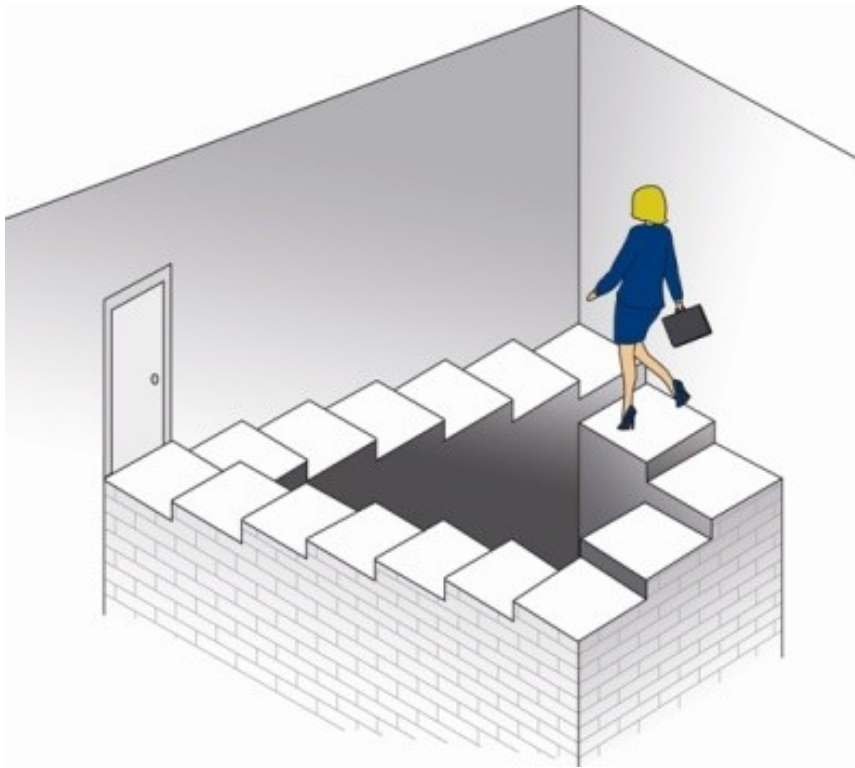
Their goal is to make their company a winner.

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## Give yourself an advantage



**Development of the company's knowledge is extremely important**

**Do you know if you are reducing or increasing knowledge in your company?**

**Yesterdays knowledge expires faster and faster**

**It is important to get professional updates in a cost effective way.**



# Financial Illustrator

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### Learning By Doing AS has several exciting concepts and tools

- **Financial Illustrator (Økonomi Illustrator®).**
- **IC 2006 Knowledge management; strategy, control and management.**
- **IC 2006 Acquisition and/or merges of knowledge driven companies.**
- **IC 2006 Measurements and visualizations of values in knowledge driven companies.**
- **IC 2006 Board of directors task and challenges in knowledge driven companies.**
- **IC 2006 Strategic management of public services.**
- **Collaboration**
  - sets focus on the individual employee – how to become a knowledge driven organization.
- **Profitable project**
  - deliver projects within limits of approved budgets – to the right time and right quality.

**Learning By Doing AS**  
**Næringsssenteret**  
**3164 Revetal**  
**Norway**

Tlf. + 47 3306 4640  
Fax + 47 3306 4650  
E-mail: [alf@psice.net](mailto:alf@psice.net)  
<http://psice.net>