

# FINANCE FOR NON-FINANCE MANAGERS

## COURSE OVERVIEW

Financial strategy and the drivers behind those decisions are imperative for executives. Financial knowledge has become a critical set-of-skills required by all executives in all divisions and industries. Finance is the backdrop of every decision-making process within any organization, government, or private entity. These decisions involve understanding how to operate a business, invest in a business, decide on the appropriate financing mechanisms, and derive value. This course will equip executives with knowledge of capital markets, mergers and acquisitions, and corporate governance principles that can be used on a daily-basis. You will understand how finance affects your business, perform analysis, devise financial key performance indicators, and work with capital projects.

## TARGET COMPETENCIES

- Financial Statement
- Financial Decision Making
- Investment Decision Making
- Operational Decision Making
- Financial Analysis
- Drivers of Value Creation
- Investment Banking
- Mergers & Acquisitions
- Corporate Governance

## COURSE OBJECTIVES

By completely attending this course, participants will be able to:

- Apply various forms of financial analysis to identify the key drivers of value creation
- Design financial key performance indicators (KPI's) scorecard for your business
- Identify the major players in capital markets and the service they offer
- Determine key concepts behind mergers and acquisitions and their application in corporate finance
- Apply capital budgeting techniques to enhance investment and operating decision making
- Compare and contrast the roles senior management and board member play within a corporate governance context

## TARGET AUDIENCE

Senior executives, board members, and department heads from any function including finance who need to improve their understanding and usage of financial information.

# **COURSE METHODOLOGY**

This course demonstrates core principles in fundamental financial analysis and utilizes Excel in performing modern and creative techniques of financial analysis. Real-life case studies, individual workshops, and team presentations by participants.

## **COURSE OUTLINE**

### **MACRO FINANCIAL MANAGEMENT & PLANNING**

- The Birds-Eye view of Finance in any organization
- The Three Fundamental Pillars every Executive must understand
- Financial Decision Making
  - Capital Structure
  - Sources of Funding
  - Characteristics of each Funding Source
  - Quantifying the Financing Decisions
- Investment Decision Making
  - Levels and Types of Investment Decisions
  - Measuring the results of the Investment Decisions
- Operational Decision Making
  - Working Capital Management
  - Cash Flow Management
- International Financial Reporting Standards
- Financial Statements
  - Income Statement
  - Equity Statement
  - Balance Sheet
  - Cash Flow Statement
- Annual Reports and Auditor's Opinion

### **FINANCIAL ANALYSIS FOR VALUE CREATION**

- Growth Analysis
- Strategic Analysis
- Operational Analysis
- Investment Returns Analysis
- Designing Financial, Investment, and Operational Key Performance Indicators
- Capital Structure Optimization
- Key Drivers of Value Creation

### **INVESTMENT BANKING**

- What is Investment Banking
- Overview of the M&A and LBO Market
- Introduction to the primary valuation methodologies currently used on Wall Street
  - Comparable Companies Analysis
  - Precedent Transactions Analysis
  - Discounted Cash Flow Analysis
  - Leveraged Buyouts Analysis
- Who are the key players in capital markets?
- What does the capital-raising process look like?
- Investment Banking service offerings
  - Underwriting
  - M&A
  - Sales & Trading
  - Equity Research
  - Asset Management
  - Commercial Banking
  - Retail Banking

### **MERGERS & ACQUISITIONS**

- Fundamental Concepts
- Types of Mergers
- Reasons for Mergers
- Deal Structure and Characteristics
- Leveraged Buyout Characteristics
- Three Ways M&A can Increase Value
- The five phases of the M&A process
- Risk vs. Return Analysis
- Due Diligence
- Turnaround Candidates
- Important facts and consideration about M&A

### **CORPORATE GOVERNANCE**

- Principles of Corporate Governance
- Principal-Agent Relationship
- Disclosure and Transparency
- Board Responsibilities
- Board Independence
- Board Committees
- Board Ethics Issues
- Senior Management
- Corporate Transparency
- Shareholder Rights

To register or for complete course information

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