

Financial Analysis for Non-Financial Managers

Accounting & the Organization

- Corporate strategy
- Comparative advantage
- Key stakeholders
- Role of financial controls
- External auditors
- Capital markets
- Role of financial personnel

Financial Statements & Accounting Process

- What are debits & credits?
- Balance sheet
- Income statement (P&L)
- Retained earnings
- Accounting equation
- Statement of cash flows

Financial Statement Analysis

- Common sized statements
- Industry analysis
- Ratio analysis
 - Profitability
 - Efficiency
 - Liquidity
 - Leverage
- Return on equity (ROE)
- Return on assets (ROE)
- Assessing risks and returns

Overview of the Finance Function

- Finance function in firms
- CFO role
- Strategic vs. tactical decisions

Financial Arithmetic

- Time value of money
- Present value vs. future value

Value Creation

- Financial analysis of value creation
- Strategic considerations

Cost of Capital

- Basics of risk and return
- Company-level risk
- Weighted-average cost of capital

Capital Budgeting

- Net present value analysis
- Art of financial analysis
- Internal rate of return
- Dealing with income taxes
- Payback period
- Accounting rate of return
- Sensitivity analysis
- Working with CFO
- Handling projects with options

Questions- please call 1-800-UNC-EXEC