



FINANCIAL ANALYSIS & Measuring Business Performance

Course Introduction:

All managers need to understand where value comes from in their firm. This program takes a broad look at finance. You'll learn a systematic approach for analyzing financial statements, and evaluating the impact on profitability of a wide range of strategic decisions.

Participants gain an understanding of how management decisions translate into value for shareholders by examining the way investors view a company. You'll evaluate the effect measures like pricing and cost containment, asset usage, financing structure, and tax planning have on return on equity (ROE).

You'll have the opportunity to implement what you've learned in a comprehensive strategy simulation. Participants become the top corporate decision-makers of a high-tech manufacturing company, and experience the challenges of a realistic business environment.

Course Objectives:

- Understand the key drivers of ROE
- Evaluate performance using financial ratio analysis
- Understand how investors view your company and calculate free cash flow
- Look into the effect of strategic decisions on ROE
- Assess the risk/return relationship
- Calculate the firm's sustainable growth rate and capital requirements
- Examine the value levers of the firm within the context of a value-based management system
- Integrate operating and investment strategies and their effects on the financial performance of the firm

Who Should Attend?

Executives from areas such as marketing, sales, human resources, manufacturing, or engineering, as well as general managers who have been promoted through these routes, will find this program highly beneficial to their understanding of financial analysis.

Course Outline:

Measuring the effect on performance and ROE of:

- Receivables Policies
- Inventory Management
- Payables Policies

- Cash Conversion Cycle
- Use of Long-Term Assets
- Leverage
- Tax Planning
- Business Valuation

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

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Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session