



Overview

Successful managers incorporate financial considerations into their everyday actions. This essential program will help you evaluate your unit's financial performance, better communicate with internal and external financial officers, and make sound financial decisions. No prior accounting or financial background is required or expected.

If you are serious about making your company more valuable, Just Enough Finance for Non-Financial Managers will teach you how to:

- Strengthen your ability to work productively with finance experts, including knowing when to require them to give clearer explanations of what they are talking about.
- Synchronize your merchandising and operating decisions with the financial demands placed on your business.
- Manage more effectively by bringing financial constraints and opportunities to the fore in everything you do.

Just Enough Finance for Non-Finance Managers

Program Delivery and Structure

This program consists of two, full-day sessions. One day is set aside for student participation in the game "Zodiak®: The Game of Business Finance and Strategy" allowing students to experience the financial and strategic determinants of organizational success.

Learning Objectives

Successful managers who consistently contribute to their firms' financial performance get their ideas implemented and receive more resources to manage. Further, successful managers know which financial measures are important for different types of opportunities, can judge when financial experts are talking nonsense, and incorporate financial consid-

erations into all of their decisions. This course will help you:

- Use present value techniques that address short-term versus long-term trade-offs.
- Tell which investments contribute to the long-term value of the business.
- Evaluate the financial promises made by a company, i.e., value its debt.
- Identify the factors that cause stock prices to act the way they do.
- Itemize the factors that contribute to risk.
- Manage risk in a thoughtful, prudent, and systematic way.
- Apply historic lessons from the capital markets to today's problems.
- Create value through careful arrangement of financing sources.

Who Should Attend

Managers who want to base their decisions on wise financial standards will profit from this course. Those who work in accounting but do not deal with capital markets usually find this course helpful, but the focus is definitely on those with no prior accounting and finance training or experience. Since finance seems like a foreign language to some, the best way to master the material is through practice, so be prepared to get immersed in the vocabulary and numbers as we walk through numerous applications from the real world.

