Finance for Non-Finance Managers

“An investment in knowledge always pays the best interest.”

Benjamin Franklin

A Unique Financial Development Experience for Managers

$1750

Two Day Program
February 12-13

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Program Overview
This interactive, two-day program enables participants to develop an understanding of the fundamentals of finance, to gain confidence to communicate in the language of finance, to learn the latest techniques of financial analysis, and to explore the use of these techniques in making strategic decisions. Each aspect of the program is designed for experienced managers who work in non-financial areas with profit-and-loss or budgetary responsibilities, and individuals targeted for major promotion who require an understanding of finance and accounting.

In this program you will:
• Gain an understanding of fundamental financial terminology and concepts
• Develop confidence in the use of financial information in your business situations
• Learn how to communicate effectively with financial managers, treasurers and controllers

Who Should Attend
Non-financial mid-to-upper level managers in functional areas such as marketing, IT, sales, human resources and operations and general managers with budgets and planning responsibility.

A Baccalaureate degree is required. Instruction is at the graduate level.

Offer this Program at your Location
This program can be delivered at your company location for a group of your employees in a timeframe that is convenient for your schedule. Content and activities can be customized to reflect your business environment.

Program Content

Day 1

• Financial Statement Analysis
  Using financial statements for evaluating a firm.

• Financial Analysis
  Developing analysis techniques used by managers and investors.

• Financial Planning
  Developing an understanding of financial planning.

Day 2

• Weighted Average Cost of Capital (WACC)
  Developing the skills required to calculate components of funds and a theoretical understanding WACC issues.

• Time Value of Money
  Understanding the basic time value of money and performing problems.

• Capital Budgeting
  Defining the general steps of the capital budget process; distinguishing between the different types of capital budgeting projects; and performing cash flow estimation in pro forma context; calculating capital budgeting measures and applying decision rules; understanding the weakness inherent in their measures; intuitively understanding how NPV and IRR are similar and different.

• Corporate Strategy
  Developing a conceptual understanding of general corporate activities and considering the value-transferring aspects of these activities.

2 FULL DAYS

HOW TO REGISTER

ONLINE AT
bentley.edu/execed

DOWNLOAD FORM & MAIL
BENTLEY UNIVERSITY EXECUTIVE EDUCATION
LaCava Conference Center, 175 Forest Street
Waltham, MA 02452

CALL
781-891-3458

$1750

Registration Fee includes tuition, books and instructional materials, lunches and coffee breaks. All fees subject to change and payable in advance.