

# **Strategic Finance for Senior Management**

## Strategic Finance for Senior Management

Class Length: 4 Days

NASBA CPE : 20

Category: Business Skills

Sub Category : Finance and Accounting

### What Every Senior Manager Should Know about Finance

- Macro Financial Management
- The Only Three Finance Questions Every Senior Manager Needs to Answer

### Strategic Financial Planning

- Understanding Balance Sheets and Income Statements
- Why Is Cash Flow Statement Most Important
- Estimating Cost of Capital - WACC
- Free Cash Flow - CFC
- Corporate Valuation - CV: Assessing the Value of Firms

### Financial Analysis for Value Creation - Strategic Outlook

- DuPont Analysis
- Liquidity, Asset Management, Solvency, and Profitability

### Mergers, LBOs, Divestitures, and Holding Companies

- Types of Mergers
- Analysis of Potential Mergers
- The Due Diligence Process
- Structuring the Takeover Bid
- The Role of Investment Bankers

### International Finance

- International Financial Markets
- International Monetary System
- Understanding Monetary and Fiscal Policies



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### Financial Institutions and Products

- Money Capital Markets
- Alternative Markets: Foreign Exchange and Derivative Securities Markets
- Mutual Funds
- The Concept of Investing
- Bond and Stock Fundamentals
- Principles of Stock Options
- Futures Markets

### Corporate Governance

- Why Corporate Governance Is a Must for Every Senior Manager
- Frameworks and Mechanism
- Case Studies on Corporate Governance



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