

Neue Regeln.
Frisches Wissen.



Finance for non-financial Managers

A high level introduction into corporate finance

Rarely any management function is actually non-financial. By knowing the most important concepts and instruments of finance and accounting, you will not only have a more efficient dialogue with financial experts, you will also contribute to increase the company's overall value.

The economic uncertainties of today's world make it imperative for non-financial managers to be able to communicate with those working in finance and accounting. Moreover, they need a firm understanding of the financial consequences of business decisions. In addition, with high volatility in financial markets and shrinking margins as a result of highly competitive trading conditions, executives need to be aware of how investment and funding decisions can affect the value of the company. Our training provides participants with the necessary tools and knowledge to understand the financial consequences of business decisions and enables managers to communicate effectively with those in finance and accounting positions. Participants will leave the course with a new ability to integrate the financial view into their business decision-making, thereby ensuring a sound financial basis for their strategic planning.

www.mssg.ch/finance_introduction



Target group

Executives from general or non-financial disciplines who wish to acquire a background in the principles of corporate finance, who are working in an international setting or strive to improve the collaboration with finance experts.

Dates 2022

1. Seminar Date
July 4–6, 2022, St.Gallen

2. Seminar Date
September 28–30, 2022, St.Gallen

Duration
3 Days

Further Information
www.mssg.ch/finance_introduction

Participant Fees
CHF 4'800 | EUR 4'500

According to Swiss regulations no additional VAT will be charged for any of the programs. ?

PROGRAM CONTENTS

Are you able to interpret financial reports and make decisions based on the data they provide? Can you demonstrate your ROI to your boss? Can you draw up an accurate budget? Can you justify your ideas in financial terms?

KEY BENEFITS

Enhanced knowledge, tools and teamwork

Participants of the Finance Masterclass will ...

- acquire a firm understanding of the principles of corporate finance
- learn how to «think finance» and translate performance into financial terms
- enhance the value to the organization by cultivating proactive working relationships with finance professionals
- acquire a sound basis for decision-making
- expand their professional expertise

Financial accounting and ratio analysis

- key financial statements: income statement, balance sheet, retained earnings statement, cash flow statement
- evaluation of financial statements: interpretation, common traps and misunderstandings
- financial ratios and cash flow forecasting
- performance measures and key indicators
- basics of international accounting: IFRS / IAS / GAAP: US, UK, Germany, Switzerland
- process and key elements of financial planning

Management accounting and investment decisions

- common methods used to analyse investment alternatives
- risks of an investment decisions
- total cost of ownership vs direct costing
- contribution margin vs break-even calculations
- cost / revenue analysis
- budgeting

KNOWLEDGE TRANSFER

Q&A / experience exchange session
web session to secure transfer process
4–6 weeks after seminar.

OPTIONAL

Individual coaching to deepen the company specific knowledge.

Corporate finance and value-based management

- the company and its surrounding markets, clients and stakeholders
- basic principles of value management
- interpretation and measurement of the cost of capital
- analysis and influence of the economic value added
- methods for evaluating a company
- creation and use of a realistic and reliable valuation model

Efficient dialogue with financial experts

- meaning behind directives from finance and general management
- better understanding – better communication
- necessary information exchange between finance and management functions

KNOW-HOW-UPDATE
International Management Education
Aus St.Gallen in die Welt: Unsere Übersicht für internationale Programme

www.mssg.ch/international

