



# Finance for Strategic Decision Making

## Overview

Build your own “financial toolbox” with essential financial analysis tools, sources of financial data, and evaluative processes that can be applied to your specific needs. Learn how your financial decisions affect the performance of your unit and profitability of your organization. Explore and apply a variety of financial models that can help you make better strategic decisions in your unit or organization.

## Who Should Attend

This program benefits those in a senior management or executive role responsible for creating or implementing strategy. Prior knowledge of finance is not necessary. Titles of participants have included:

- Director, Engineering and Operations
- Vice President, Transportation
- Director, Strategic Marketing
- Manager, Business Intelligence

## Program Benefits

Improve your ability to:

- Understand financial statements
- Communicate comfortably using financial terms
- Use financial forecasting techniques
- Understand variables that affect financial decisions
- Optimize organizational performance
- Evaluate performance through financial modeling using spreadsheets

## At Penn State

### 3-Day Short Course

**Start** December 11, 2019

**End** December 13, 2019

**Location: University Park, PA**

## Value For You & Your Organization

If you are in a leadership position, chances are that you are also responsible for financial reporting and understanding. Through this course, you will gain a better understanding of finance and accounting concepts for improved decision making that contributes to your organization’s growth and success.

Our experienced faculty mentors will guide you to think like a CFO no matter what position you hold.

**“The material was relevant to my areas of concentration and was presented in a realistic way that I could relate back to current activities I work on every day. I would highly recommend this course for anyone that may need a boost in their financial understanding.”**

**Nicole Barrick**

Director, Global Manufacturing Services  
Church & Dwight Company, Inc.

## Program Content

This program is taught by the very best business faculty and experienced practitioners from top organizations who will help you tie critical new perspective, concepts, and techniques to immediate application in the workplace.



### Financial Concepts

- Using asset pricing models to evaluate risk and return trade-offs
- Alternative measures of performance and how to use them to evaluate investments
- How to compute and use the cost of capital



### Valuation Principles

- Applying valuation principles to capital investment decisions
- Understanding alternative approaches to valuing investments & evaluating risk
- Evaluation methods for mergers and acquisitions



### Analysis & Evaluation

- Income statements, balance sheets, and statements of cash flow
- Performing ratio analysis to gauge performance and growth
- Applying concepts to evaluate your firm, your competitors, and suppliers



### Global Models & Markets

- Foreign exchange exposure
- International capital budgeting
- Hands-on experience in the Rogers Family Trading Room to gain an appreciation for markets

## Pricing

- **\$4,150** covers tuition, materials, lunch, breaks, and the group dinner only (you are responsible for lodging, travel, and “on your own” dinners)
- **\$4,750** includes above plus meals and lodging at the Nittany Lion Inn or The Penn Stater (you are responsible for travel)

## Discounts

A 20% discount is available for:

- Active Military Personnel
- Penn State Alumni
- Teams of three or more attending this program from one company

## Earn a Professional Certificate

Grow your career and increase the value you bring to your organization. Earn a Professional Certificate in Strategy and Organizational Performance or Supply Chain by taking a series of three programs, in any order, over any period of time. Visit our website for full details.

## Custom Learning Solutions

We work with organizations to create custom learning solutions focused on your unique goals, challenges, and performance needs. Your solution may be a single intervention, a virtual experience, or a multi-session program supporting long-term change initiatives. Please call us to learn more.

**Our Learning Solutions Associates are ready to assist you with course reservations or additional details. For information on our full portfolio of offerings—including custom learning opportunities—call or visit us on the web.**

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