

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/1552](http://www.amanet.org/1552)

# AMA's Course on Financial Analysis

## Master financial analysis and keep your profit outlook right on the money.

Accurate financial analysis is a fundamental element of growth, strategy and overall success. Understanding how to use financial indicators and benchmarks allows you to allocate resources and evaluate potential projects for maximum return-on-investment. Financial analysis takes the guesswork out of the planning process and enables you to keep tabs on how your business is performing.

If your job requires a firm grasp of financial situations, then this hands-on comprehensive workshop is for you. You'll review proven analytical tools and develop a keen understanding of how and when to use them to improve your company's profit picture.

### How You Will Benefit

- Identify current vital financial indicators that are important to your organization
- Comprehend financial forecasting techniques that can enable management to make truly informed decisions
- Apply methods that can improve your company's profit picture and your stockholders' investment
- Know your firm's finances and what that means for the present and future

### What You Will Cover

#### Your Role in Corporate Planning

- Strategic planning
- Capital budgeting
- Financial forecasting

#### How to Increase Company Value

- Drivers of shareholder value creation
- Economic Value-Added model

#### How to Evaluate Capital Investment Proposals

- How to use financial forecasting to make accurate evaluations of proposed projects
- Income tax aspects of capital investments
- Alternative investment proposals

## How to Measure Management Performance

- Balance sheet analysis—DuPont formula, ROI, ROA, ROE
- Evaluating profit margins, asset turnover (efficiency) and leverage
- Income statement analysis—EPS, ROS
- Past performance and project outcomes
- Benchmarking company performance

## How to Use Cash Flow Analysis

- Cash flow from operations, investing and financing
- Ratios and metrics you can use
- Identifying patterns of value
- Interpreting FAS 95— "Statement of Cash Flows"
- Cash flow performance indicators—profitability, liquidity and solvency

## How to Interpret and Evaluate Financial Information

- Financial statement analysis
- Managing capital—debt and equity
- What a financial analyst looks for
- Utilizing "Value Line" reports

## Capital Asset Pricing Model (CAPM): How to Calculate Present Value

- The time value of money
- Internal rate of return (IRR)
- Net present value (NPV)
- Calculation of compound growth rate
- Estimation, payback and terminal value
- Discounted cash flow

## Who Should Attend

Managers with financial responsibility or seeking a refresher in analysis - including financial analysts, accountants, project managers, budget analysts, vice presidents of finance, controllers and treasurers.

**Note:** Please bring your organization's financial statement and a financial calculator, HP 12C or equivalent.

Recommended CPE credit: 21 hours/Advanced

Recommended for optimum learning benefit: familiarity with fundamentals of finance (seminar #2218) and accounting (seminar # 1210)

Instructional Method - Group Live

## Special Feature

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online

technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner - producing a greater return-on-investment for the employer and the seminar participant.

## Schedule

- [3] days - \$2,645 Non Members
- [3] days - \$2,395 AMA Members
- [3] days - \$2,268 GSA

## Credits

23.4 CCM/1.8 CEU/23.4 FPA

21 CPE /18 PDU /18 PDU\_S&B

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