



*Conference:  
Mini MBA: Accounting & Finance*

*23 December 2024 - 3 January 2025  
Madrid (Spain)  
Pestana CR7 Gran Vía*

## Conference: Mini MBA: Accounting & Finance

Conference code: CO234607 From: 23 December 2024 - 3 January 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía  
Conference Fees: 9240 € Euro

### Introduction

This conference offers an MBA-level overview of finance, accounting, risk management, and corporate governance. It explores internal financial functions, capital markets, and decision-making under uncertainty. Participants learn financial tools, data analysis, and strategic planning through case studies and practical techniques. The program is ideal for high-potential learners seeking advanced insights. Additional resources and takeaways support on going learning.

### Structure

Module 1 - Accounting, Decision Making, & Financial Communication

Module 2 - Finance, Risk Management & Corporate Governance

### Objectives

- Specify the exact nature and scope of corporate financial reporting
- Identify and criticize specific concepts, rules, and procedures are in place for corporate financial reporting
- Understand multiple interpretations of financial statements via IFRS, FAS, SEC, etc
- Integrate risk management and corporate governance
- Understand the content of and relationships between financial statements income statement, balance sheet, and statement of cash flows
- Understand how to use financial statements to evaluate the financial performance of an organization
- Understand discounted cash flow DCF techniques and their application to financial decision making
- Understand the budgeting process, including performance evaluation
- Understand cost behavior and its impact on management decisions
- Learn how to communicate and to question financial information effectively

### Process

This workshop will be highly participatory and your seminar leader will present, guide, and facilitate learning, using a range of methods including discussions, case studies, and exercises. Where appropriate, these will include real issues brought to the workshop by delegates.

Lessons learned from the seminar will be applied to your own organization. Key performance indicators KPIs for the critical success factors CSFs will focus attention on high priority action plans for taking back to your organization.

## Benefits

- Improved appreciation for the finance/accounting/governance approach
- Better integration of business plans and strategic intent
- Reduced inter-functional territorial battles
- Improvements in communications between staff and line management
- Higher productivity during the decision-making process
- Increased skill set in all phases of finance/accounting/governance
- Greater ability to participate in and to lead the finance/accounting process
- Recognizing the increased professionalism to deal with the current and future topics
- Increased recognition by the organization of their learning and professional commitment
- Challenging themselves in an immersive learning environment

## Core Competencies

- Using financial information for guiding decisions
- Clarifying KPIs across different functions
- Building strategic thinking and implementation orientation into their professional lives
- Challenging the status quo of finance/accounting, budgeting, and decision making
- Recognizing the value of external standards, governance requirements, and measurements of qualitative elements
- Identifying Value Creation principles as the driving force for decision making

## Outlines

### Accounting, Decision Making, & Financial Communication

#### Day 1: Accounting: An introduction

- What is accounting?

- What forms can accounting take
- Definition and importance of profit
- Decision scenarios explored
- Funding business operations
- Who is interested in profit?
- Cash vs. Accrual accounting
- Cash flow forecasting and improvement
- Accounting policies are chosen by companies
- Accounting standards

## Financial Statements, Accounting Policies, and Reporting Standards

### Day 2: Income Statement - basic components

- Revenues & the questions
- Direct/variable/product costs
- Indirect/fixed/period costs
- Mixed costs
- Non-cash deductions: the what, the why & the how
  - Depreciation: various methods explored
  - Amortization: impairment test
  - Depletion: when & how
- The difference between profit and cash
- A closer look at costs and expenses
- Profit calculations
- Summarizing profit statements and extracting the key figures

### Balance Sheet

- Assets - current & long term

- Liabilities - current & long term
- Equity - components
- Capital employed - options
- Managing the working capital cycle

#### Cash Flow Statement

- Operating sources/uses
- Investing sources/uses
- Financing sources/uses

#### Day 3: Making and Communicating Decisions using Budgets

- The master budget
- The budgeting as a planning tool, a control mechanism, a communications device & value creation
- Budgeting Sales to "drive" the correct budget
- Operating budget components
- Financial budget
- Pro Forma Financial Statements
- Cash Budgets
- Capital budget
- Interrelationship of Financial Projections
- Dynamics and Growth of the Business System - a model review
- Flexible vs. traditional budgets - the pros & cons
- Variance analysis as a tool for improvement & communications
- Price and volume effects within variance analysis: state of the art

#### Day 4: Financial vs. Management Accounting: differences and similarities

- Objectives of Managerial Accounting
- Managerial Versus Financial Accounting:

- Role of the Managerial Accountant
- Financial accounting: what we show to the public
- Objectives of financial accounting
- Role of financial accountant
- Cost terminology: variable, fixed, controllable, non-controllable, incremental, sunk, opportunity, and relevant
- Cost behaviors in Cost-Volume-Profit scenarios: contribution margin and fixed costs
- Breakeven and targeted net income scenarios
- Cost/Benefit analysis

#### Day 5: Ultimatum Goal of Planning - Valuation, Business Performance & Decision Making

- Definitions of Value
- Responsibility centers: cost, profit, and investment
- Measuring responsibility center performance
- Segment reporting internally and externally
- Business Valuation from multiple perspectives
- Managing for Shareholder Value
- Shareholder Value Creation in Perspective
- Evolution of Value-Based Methodologies in planning and budgeting
- Creating Value in Restructuring and Combinations beyond planning and reporting- the case for real change!

#### Module 2:

#### Finance, Risk Management & Corporate Governance

#### Day 6: What is Finance & Working Capital - liquidity or bankruptcy

- Finance is a numbers game
- Yet finance is more than the numbers
- The three major components of finance
- Working capital WC defined

- Relationship to a current ratio
- Components of WC
- Inventory
- Accounts receivable
- Cash
- Accounts payable
- Notes payable
- The critical ratios to compute
- What should they be & why
- The questions to ask
- The answers you want

#### Day 7: Capital Structure - what it is & why it is important

- Equity capital - what it is
- Equity capital - calculating its costs/required rate of return
- Debt capital - what is it really
- Debt capital - calculating its costs/required rate of return
- Weighted Cost of Capital WACC - why it is so important
- Calculating your WACC
- When & how to use WACC
- Leverage: two-edged sword - defined
- Operating leverage - calculated
- Financial leverage - calculated
- Combined leverage - Wow! Look at the impact

#### Day 8: CAPEX - Analysis of Investment Decisions with What-if Risks

- Cash Flows and the Time Value of Money



- Discuss the capital project evaluation process
- Ideas for the future with a multiple time periods horizon
- Estimating cash flows within the business system
- Net present value NPV & Internal Rate of Return IRR as preferred methods
- Profitability Index PI & Modified Internal Rate of Return MIRR as reasonable alternatives
- Defining the approval criteria and review process
- Post-implementation audits of capital projects
- Refinements of Investment Analysis
- Dealing with Risk and Changing Circumstances - how do we explain?
- Cost of Capital and Return Standards
- Benchmarking Discount & Hurdle rates

#### Day 9: Risk Management as an integral part of Corporate Governance

- Understanding uncertainty and risk/opportunity
- Identifying strategic financial risks
- Identifying operational risks
- Identifying functional financial risks
- Assessing financial risks in each perspective
- Finding our personal risk profile appetite for risk
- Clarifying desired outcomes, expected outcomes, and actual outcomes
- Performance measures - the need for FRM/ERM
- Quantitative and qualitative risks
- Developing FRM/ERM strategy - do we need a GRO?
- Other risk issues to be concerned with: Joint ventures, alliances, product liability, environmental risk, outsourcing risk, growth risk, R&D risk, natural disasters, catastrophic risks, supply chain risk, reputation risk, and psychology of risk among others

#### Day 10: Corporate Governance



- What is Corporate Governance?
- Corporate Governance environment
- The relevance of Corporate Governance
- Perspectives on Corporate Governance
  - Shareholders vs. Stakeholders
  - Voluntary vs. Enforcement
  - 1-tier vs. 2-tier boards
  - Chairman/CEO duality
  - The independent director
- Corporate Governance models
- Structure & practices
- Emerging trends in Corporate Governance
- Principal-Agent theory and applications
- Independence in fact versus appearance

## Registration form on the Conference: Mini MBA: Accounting & Finance

Conference code: CO234607 From: 23 December 2024 - 3 January 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Conference Fees: 9240 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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