

ESSENTIALS OF FINANCE FOR MANAGERS

CONCEPT

This 4-day course will give you a comprehensive, systematic and usable overview of the important topics, methods and tools of financial management. Among other things, you will learn about financial statements, ratio-analysis, cash flow, financing, budgeting, how to calculate investments and assessing performance. Parallel to these, we will also show you the limits of financial concepts, because a purely financial approach alone will not make a business make the right decisions.

WHO SHOULD ATTEND

- Managers, non-financial executives and specialists from all areas of the business
- Heads of profit centers, business units or cost centers
- Junior managers with potential to move up
- Area and departmental heads who want to learn the tools and concepts of finance, so they can handle certain tasks more effectively
- Future corporate leaders who want to be competent colleagues for specialists from the finance and controlling department

AREAS OF FOCUS

The Fundamentals of Financial Management

- Finance and accounting – what you must know
- Elements making up a profitable business
- Business ideas and business models
- Basic concepts for structuring revenue and expenditures
- Planned benchmark figures, planned profit
- The break-even concept

Financial Excellence

- High profitability
- Sustainable increase in corporate value
- Healthy financing
- Provisions for ensuring liquidity
- Sound capital resources
- Appropriate cost flexibility
- Achieving the strategic cost positioning you wanted

Investments, Capital Expenditures and Profitability

- Capital intensity and the cost of capital
- Leveraging return on equity
- How to manage capital intensity

Achieving Financial Objectives – Measures and Programs of Action

- Earnings before interest and taxes (EBIT)
- Return on sales (ROS)
- Return on capital employed (ROCE)
- Discounted cash flow (DCF)
- Economic value added (EVA) and others

Managerial Accounting and Evaluating Performance

- Financial controlling as a management task
- Understanding, and being able to use, performance evaluations
- Working together with controllers and financial specialists

KEY DETAILS

No.	Date	Location
ZE 4358	Dec 03 – 06, 2018	Lucerne
ZE 4319	Apr 02 – 05, 2019	Hamburg
ZE 4329	May 06 – 09, 2019	Steckborn
ZE 4339	Sep 23 – 26, 2019	Davos
ZE 4349	Nov 18 – 21, 2019	Berlin

Fees: CHF 3,900.– / EUR 3,600.–* plus VAT
 Program length: 4 days
 Registration: www.zsom.ch/ZE43 or registration form on the back of the brochure

*Invoicing in EUR possible (depending on current exchange rate)

ADMINISTRATION, TRAVEL, ACCOMODATION

Consultation

If you need advice, we're available for a personal meeting, by phone or email. Our advanced training portfolio consists of modules, which are optimally coordinated with each other. This creates an attractive, educational curriculum with a strong practical orientation, but it is also possible to develop an individual curriculum from them for the targeted development of a specific set of skills. For all administrative questions, or questions relating to the content of our programs, please contact:

Zürich School of Management

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E-Mail: info@zsom.ch · www.zsom.ch

Registration & Registration Confirmation

You can register for one of our programs by mail, fax or on the internet. After you register, you will receive the written confirmation including invoice and seminar location by regular mail. We will inform you immediately if the seminar is booked-out.

The fee listed in the bill covers the costs for the seminar or certificate program, but not the costs for room and board or the daily delegate rate (for the conference package). Value-added tax (VAT) will be calculated separately and shown separately on the bill. It is possible to have your bill calculated in euros. Every participant must pay – independent of his or her seminar fee and hotel – a daily flat-rate fee for the conference package. Our events are held at suitable seminar hotels or at our campus in Kuesnacht / Zurich. All additional costs for hotel amenities, that are separate from the daily flat-rate, must be paid by the participant directly to the hotel. The daily delegate rate corresponds to the usual international costs and is usually between CHF 80 and CHF 110 per day.

Rescheduling, Postponement, Changes

Changing your registration from one event to another, or rescheduling a seminar class to the next one, is possible no later than 6 weeks before seminar begin at a fee of CHF 350/Euro 300. Up until two weeks prior

to seminar begin, you can register a replacement participant at this same rescheduling fee, as long as he or she meets the participant description. There is no compensation required for seminars or parts of seminars not visited. Any seminar can be cancelled by us at any time due to a lack of participants without any claim of damages.

In-company Workshops

After we receive your order for a seminar from our workshop series, we will contact you to arrange a date based on availability that is acceptable to all those involved. Workshops are held at our Executive Campus, 8700 Kuesnacht. In addition to the seminar fee, we charge a daily flat-rate fee of CHF 85 per person. This includes lunch. If you wish, we can hold the event at a location of your choice. In this case, we charge for travel and accommodation costs of our staff.

Cancelling your Registration

Cancellation of your registration is possible no later than 3 months before the start of the seminar at no cost, concerning the seminar fee itself. Concerning cancellation fees for your hotel, this depends on the hotel and when you booked your room. For registered participants who cancel between 3 months and 6 weeks prior to seminar begin, we charge a cancellation fee of 40% of the seminar fee. Registered participants who cancel later than 6 weeks before seminar begin must pay the entire seminar fee. However, they have the opportunity to send a replacement as late as 10 working days prior to seminar begin

Insurance, General Terms & Conditions

Damages incurred due to accident, disease, third-party liability, theft, cancellation of a seminar or damages from using the management knowledge taught, must be insured and covered exclusively by the participant, or the organization or company who contracted the seminar. All liability from our side that exceeds the amount of the paid seminar fee is explicitly excluded. Swiss law applies and the court of jurisdiction is Zurich. All past information concerning content, dates and prices lose their validity upon publication of this new brochure.

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REGISTRATION FORM INTERNET: WWW.ZSOM.CH

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Management

I wish to participate in the following program:

Name of Program

Number

Program Dates

Personal Data

Ms.

Mr.

Title

Last Name

First Name

Company/Organization

Street, P.O. Box

Postal Code

City

Country

E-Mail

Telephone

Fax

Position

Industry (opt.)

Number of Employees (opt.) under 200

up to 1000

over 1000

Signature _____

Date _____