

INTENSIVE PROGRAM IN FINANCE & ACCOUNTING

HOW THE PROGRAM IS STRUCTURED

The 2-part Finance and Controlling Program gives you comprehensive insight into finance and accounting, and demonstrates how they are related.

CONCEPT

This course is perfect if you're looking to learn fundamentals that you can use at work, but also if you need to refresh and update your current level of knowledge. In addition, you'll learn how to create a business plan for a company and where to get the money to finance it. At the heart of this course are the following topics:

- Corporate accounting
- Financial management
- Controlling
- Economic assessment of business models and business plans

WHO SHOULD PARTICIPATE

- Managers of product lines and service centers with responsibility for performance-achievement, sales, profit margins or costs, or managers who want to assume these types of positions.
- Directors of business divisions, Profit Centers, business units or departments and groups who are being given more financial responsibility.
- Specialists and implementers from all areas of business who would like a systematic course about the fundamentals of finance and accounting.
- Junior staff
- Technicians, life scientists, engineers, lawyers and other specialists seeking to expand their skill set.

WHAT TOPICS WILL BE COVERED

Finance and Accounting – a General Overview

- How modern finance and accounting are interrelated
- The instruments of corporate accounting and a general overview of financial management

The Fundamentals of Corporate Accounting

- What executives must know about the structures and logic of corporate accounting

Cost Accounting, Calculations, Pricing

- Cost categories, cost centers
- Full costs, partial costs, marginal costs, legal costs
- Cost and performance accounting systems
- Calculation systems with marginal costs and profit margins
- Pricing – the market versus calculation
- Flexible lower-price limits

Profit Center Account

- Expenses and income
- Internal transfer pricing
- Imputed costs, cost allocation, cost distribution
- Direct and indirect costs
- The Profit Center account

Planning and Budgeting

- Planning and budgeting as an important part of company success
- Structure, content and use of an effective planning and budgeting system
- Flexible budgeting?

Investment and Profitability Calculation

- Calculating the profitability of investments
- The profitability of investments in projects, calculating new business ideas about rationalization or expansion
- Make or buy – outsourcing, insourcing

Financing

- The relationship between strategic changes – like portfolio expansion, new market-cultivation concepts, investments in manufacturing processes, etc. – and a broadening of financial needs
- Cash flow statement, capital requirements and fund sourcing
- Types of financing, financial costs

Liquidity/Cash Management

- Liquidity controlling
- Avoiding liquidity shortfalls

Profit and Performance Objectives

- Setting ambitious profit and performance objectives
- Measures and effective mechanisms of profit management
- Achieving profit, cash flow, performance and profit margin objectives

Cost Management

- Budgeting and controlling costs
- Deliberately shaping the break-even point
- Lowering fixed costs or not allowing them to rise
- Cost variation
- Lowering costs – how to approach this?

Profitable Growth

- The financial consequences of an expansion strategy
- Growth and its consequences on return and liquidity
- The challenge of achieving profitable growth

New Business Ideas

- Conceiving a new business idea that is results-driven
- Designing new business units to profit, new Profit Centers or projects

Business Plan

- Out of ideas a business plan is created
- Content, structure and substance of a business plan

Controlling Instruments

- The „management success report“
- Interpreting and assessing monthly controlling reports
- The „balanced scorecard“ as navigation instrument

Managing your Key Performance Indicators (KPI)

- Knowing and using a KPI matrix
- Linking of sales, margins, costs and results
- Management using the right KPIs

Using a Target-Performance Comparison

- Target-performance comparison as a way for early identification of deviations
- Optimal use of decision-relevant management information

Eliminating Sources of Loss

- How sources of loss are discovered
- Are losses an «investment in the future» or an «unnecessary recourse consumer»?
- Reducing unwanted losses

Scrutinizing Business Strategies from a Financial Standpoint

- Developing precise business strategies
- Recognizing the profit potential behind strategic considerations
- Assessing the financial feasibility of a business strategy
- Understanding the investment required to implement a business strategy

Scrutinizing Marketing Concepts from a Financial Standpoint

- The relationship between customer benefits and company profitability
- The perceived value of a service and its pricing
- Discount or premium – market logic should dictate pricing

KEY DETAILS

No.	Date	Location
ZN 5110	Part 1: Mar 23 – 26, 2020	Hamburg, D
	Part 2: May 11 – 14, 2020	St. Gallen, CH
ZN 5120	Part 1: May 04 – 07, 2020	Steckborn, CH
	Part 2: Oct 12 – 15, 2020	Flims, CH
ZN 5130	Part 1: Nov 23 – 26, 2020	Berlin, D
	Part 2: Dec 07 – 10, 2020	Hamburg, D
Fees:	CHF 8,300.– / EUR 7,900.–* plus VAT	
Program length:	8 days	
Registration:	www.zsom.ch/zn51 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

Untere Dorfstrasse 2

CH – 8700 Kuesnacht / Zurich, Switzerland

Phone: +41 (0)44 913 15 88 · Fax: + 41 (0)44 913 15 81

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.

REGISTRATION FORM INTERNET: WWW.ZSOM.CH

Send to:Zürich School of Management
Untere Dorfstrasse 2, CH-8700 Küsnacht / Zurich**E-Mail:**
info@zsom.ch**Fax:**
+41 (0)44 913 15 81

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** _____

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