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'll Learn
Analyze financial statements
Apply financial analysis methods and tools to measure performance against internal and external standards and industry benchmarks
Make sound decisions based on accurate assessments of business performance and results
Ask better questions to gain a clearer understanding of the business and to focus attention on areas of greatest impact
More effectively manage value in the business

Who Needs to Attend
Managers responsible for their company's financial future or those seeking a refresher in analytical techniques, including financial analysts, accountants, project managers, budget analysts, vice presidents of finance, controllers, and treasurers
Financial professionals from analysts to finance VPs

Prerequisites
Familiarity with fundamentals of finance and accounting
**Financial Analysis**

**Course Outline**

1. The Nature of Financial Analysis
   - Principal questions answered by financial analysis
   - Financial statement sources of data used in financial analysis
   - Major tools used in financial analysis
2. The Planning Cycle
   - Components of the planning cycle
   - Role of the financial analyst
3. Income Statement and Balance Sheet
   - Key accounts and subtotals of the income statement
   - Major sections of the balance sheet and how analysts use them
   - Why companies own assets and how they pay for them
   - Use common size financial statements
4. Measurement of Performance
   - Calculate the solvency ratios, liquidity ratios, and profitability ratios
   - How ratios relate to the creation of shareholder value
   - How growth rates are used to indicate performance
5. Cash Flow
   - Analyze a company's gross cash flow from operating, investing, and financing activities
   - Why an analysis that fails to take cash flow into account is inadequate
   - A company's free cash flow
   - Use cash metrics to measure value creation
6. Creating Shareholder Value
   - Calculate a company's weighted average cost of capital and total capital in accordance with CAPM
   - Use bond rating information to manage leverage
7. Analyzing Enterprise Investments: The Theory of Interest and the Time Value of Money
   - Use a financial calculator
   - Calculate future value, present value, and compound growth rates
   - Calculate the present and future value of an annuity and annuity payments
   - Calculate and understand internal rate of return
   - Calculate the present value of a perpetuity

**Hours:** 28 hrs  
**CEUs:** 2.8

**Course Fee:** $1275

**Date:** Oct 28 thru Oct 30  
**Days:** Tuesday thru Thursday  
**Time:** 9am – 4pm

**Location:**  
San Jacinto College Central  
8060 Spencer Hwy  
Pasadena, Texas 77505

**More information contact:**  
David Lewis 281.542.2061 or  
David.Lewis@sjcd.edu

www.sanjac.edu
8. Analyzing Enterprise Investments: Capital Project Evaluation
   - Steps necessary to perform a capital project evaluation
   - Create a spreadsheet to describe a project
   - Choose a hurdle rate for a project
   - Apply the major techniques: NPV, IRR, EPVI, Payback
   - Terminal value
   - Price an acquisition

Hours: 28 hrs
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