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The Pocket CFO: Tools And Metrics

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Course Description

This course is a one-stop problem-solver for today's busy executive. The course is a working guide to help you quickly pinpoint in the complex world of business.

- What to look for
- What to do
- What to watch out for
- How to do it

You'll find ratios, formulas, guidelines, and rules of thumb to help analyze and evaluate any business-related problem. Throughout, you'll find this course practical, quick, and useful. Part I takes you through accounting principles and guidelines for evaluating a company's financial health. You will have an increased understanding of various financial statements and their implications. You will be exposed to Corporate Responsibility Law, better known as the Sarbanes-Oxley (SOX) Act. Part II takes a look at financial analysis tools, financial metrics, and financing methods for decision making. Part III takes you through the seemingly complex world of quantitative analysis. You'll use statistics for forecasting and validity testing. Decision theories include linear programming, learning curve theory, and queuing models; these are presented concisely and comprehensively to help you use such sophisticated techniques with relative ease. And, you'll learn how computer applications facilitate the many complex procedures. This course has been designed in question-and-answer format in order to address the pertinent issues that come up during the course of business.

Field of Study	Finance
Level of Knowledge	Basic to Intermediate
Prerequisite	None
Advanced Preparation	None

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PREFACE

This course is a one-stop problem-solver for today's busy executive. It is a sequel to *The Pocket MBA: Concepts and Strategies*. The course is a working guide to help you quickly pinpoint in the complex world of business.

- What to look for
- What to do
- What to watch out for
- How to do it

You'll find ratios, formulas, guidelines, and rules of thumb to help you analyze and evaluate any business-related problem. Throughout, you'll find this course practical, quick, and useful. Uses for this course are as varied as the topics presented.

Part I (Chapters 1, 2, and 3) takes you through accounting principles and guidelines for evaluating a company's financial health. You will have an increased understanding of various financial statements and their implications. You will be exposed to Corporate Responsibility Law, better known as the Sarbanes-Oxley (SOX) Act. You'll learn techniques for analyzing another company's financial position should you wish to invest, extend credit, or compare. You will also learn how to improve a company's corporate profitability and shareholder value. We present internal managerial accounting applications to help you evaluate your own company's performance, profitability, marketing effectiveness, and budgeting process. You'll learn how to highlight problem areas with variance analysis. You will also learn some valuable new tools, such as activity-based costing (ABC), life-cycle costing, target costing, and corporate balanced scorecard.

Part II (Chapters 4, 5, and 6) takes a look at financial analysis tools, financial metrics, and financing methods for decision making. Through break-even and sensitivity analysis, you'll be able to move your company toward greater profits. For investment purposes, this part presents guidelines for evaluating proposals, whether they be short or long term, for profit potential and risk-return comparisons. You'll learn management and financing techniques to ensure the best possible strategies for maximizing and acquiring cash. Also covered are basic financial tenets of portfolio theory, the Capital Asset Pricing Model (CAPM), and the Arbitrage Pricing Model (APM).

Part III (Chapters 7 and 8) takes you through the seemingly complex world of quantitative analysis. You'll use statistics for forecasting and validity testing. Decision theories include linear programming, learning curve theory, and queuing models; these are presented concisely and comprehensively to help you use such sophisticated techniques with relative ease. And, you'll learn how computer applications facilitate the many complex procedures. Computer applications are heavily stressed throughout the chapters.

This course has been designed in question-and-answer format in order to address the pertinent issues that come up during the course of business. The questions are typical of those asked by persons like yourself. The answers are clear, concise, and to the point. In short, this is a veritable cookbook of guidelines, illustrations, and "how-to's" for you, the modern decision maker.

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