



# FINANCE FOR NON-FINANCE EXECUTIVES

25. – 27. Mai 2020 und 02. – 04. November 2020

## Focus

- Banking & Wealth Management
- Compliance, Forensics & Audit
- Entrepreneurship & Innovation
- Finance
- Leadership & Communication
- Insurance
- Real Estate
- IT & Digitalisation
- Marketing & Sales
- Mittelstand & Family Business
- Sustainable Development
- Risk Management
- Strategy & Change Management
- Technology & Operations
- Payments & Credit



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## Content

Corporate Finance is at the core of informed, value-generating managerial decision-making. Which numbers really tell the story? Which project to pursue, which to stop? How should an investment opportunity be valued? What is the appropriate financing going forward? Mastering these and many other issues is key for being successful in any leadership responsibility today. This three-day training - specifically designed for managers who are not specialists in finance - will provide you with the essential tools for making informed choices when it comes to financing and investment decisions. Run by highly renowned and experienced experts, it will enable you to stay in full control, communicate effectively with stakeholders, prevail in the competition, and to plan ahead effectively.

## Ideal for

Executives who want to build up or deepen their financial knowledge in the context of investment decisions, such as:

- Managing Directors
- Manager (from Business Development, Product Development, HR etc.)

## Methods

Case studies, discussions, Q&As, lectures

## Further details and registration

➔ [exceed.fs.de/lsi-205](https://exceed.fs.de/lsi-205)

## Experts



## Prof. Dr. Frank Ecker

started as Professor of Accounting at the Frankfurt School of Finance and Management in August 2016. His research focuses on the role of accounting information for capital market participants and has been published in top accounting journals. He also advised institutional investors on the development of trading strategies. Prior to his graduate studies, he worked for Deutsche Bank AG and DGZ Dekabank Luxembourg S.A.



## Prof. Dr. Sascha Steffen

is Professor of Finance at Frankfurt School of Finance & Management. His research is in the area of banking, corporate finance and financial intermediation and has been published in the Journal of Finance, Journal of Financial Economics and Review of Financial Studies. Sascha Steffen was awarded the Lamfalussy Fellowship from the European Central Bank (ECB) and his research has been supported e.g. by The Federal Deposit Insurance Corporation (FDIC) in Washington D.C. and the Deutsche Forschungsgemeinschaft.

**FRANKFURT**

Venue

**3 DAYS**

Duration

**3.490 €**

Price

**Day 1**

## Decision Points – Make Accounting work for you

Gain a fresh perspective on the numbers: With a clear purpose and equipped with the right analytical tools you will be able to decide what matters and what does not. Uncover the stories that the financials can tell and detect their underlying dynamics. Gain a new understanding how financing and investment decisions within your firm will impact the numbers in the future.

Topics include:

- Body of evidence: The anatomy of financial statements and how to read them
- What really matters: Balance Sheet, P&L or Cash-Flow-Statement?
- The stories they tell: Know what really drives numbers
- Your impact: How will the numbers look because of your decisions?
- What can you learn from the financials about your firm or a competitor

**Day  
2+3**

## Generating Value – Corporate Finance as a decision tool

The focus of the second part of this hands-on seminar is on how you can use „Finance“ to make value-enhancing decision. You will be provided with necessary analytical tools to reduce complexity when preparing and communicating your most important managerial choices.

Topics include:

- Corporate Performance: How to evaluate it
- Choosing the correct numbers for decision making
- Working Capital Management: Growing the right way
- Meeting expectations: When to invest
- Valuation: Identifying business opportunities and risks
- Talking to the Capital Market: Financing and investing as signals