

Financial control of the company

How to manage the financial levers of success

Dates:

24.09.- 27.09.12

Location:

Zurich, Switzerland

Participants:

Managers responsible for cost or revenue, headcounts and projects but until now no or little accounting knowledge. They need to consolidate their economic know-how and want to understand the levers of financial success.

This seminar meets the needs of (non-financial) managers in international companies for sales, logistics, production, research and development.

Why this seminar?

Internationally acting companies put more and more managers in charge of operations abroad. These managers become responsible for financial results and thus need the respective know-how.

After many years of successful inhouse-trainings for such persons and providing them with the appropriate knowledge, CZSG Controller Zentrum St. Gallen now offers this seminar publicly.

Learning targets of the seminar:

Participants know the purposes and the basics of the different accounting instruments. They know the determining factors of management accounting as well as of financial accounting systems.

They learn to analyze balance sheets and income statements and can compute and interpret the most important financial key ratios. They know the levers of financial success and can link the consequences of objectives and actions in their area of responsibility to these levers (in order to improve the results).

They understand the most important design issues of controlling-systems.

Contents:

Assuring the financial survival of the company

- Financial objectives and their implementation
- Basic factors of financial success
- Corporate value and management

Basics of financial accounting (technique and valuation rules)

Flow of funds and cash flow-concepts, operating and free cash flow

analysis of balance sheets and income statements

- Stability, liquidity, profitability and profit distribution
- Comparison of national and international financial reporting standards (IFRS)
- Consequences of Generally Accepted Accounting Principles (GAAP) on the size of the profit and its interpretation.

Capital budgeting and net present value

- Net present value and other important calculations used in investment decisions
- Collecting the relevant data for decision-taking
- Determining the cost of capital
- Simulation model: Will the investment or the strategy be profitable enough and can we finance it?

Accounting for management

- Respecting the overall planning structure (mission, strategy, operational planning and control)
- From the profit-objective to the allowed time in a work plan-position: the complete process of planning and budgeting
- Cost, revenue and results in cost centers, orders, projects, products up to strategic business units.
- How has a management accounting system to be built, so that it really helps me to plan and manage my organization?
- Impacts of full absorption costing and contribution accounting on the quality of managerial decisions.

Comparison of targets to actuals and forecasts

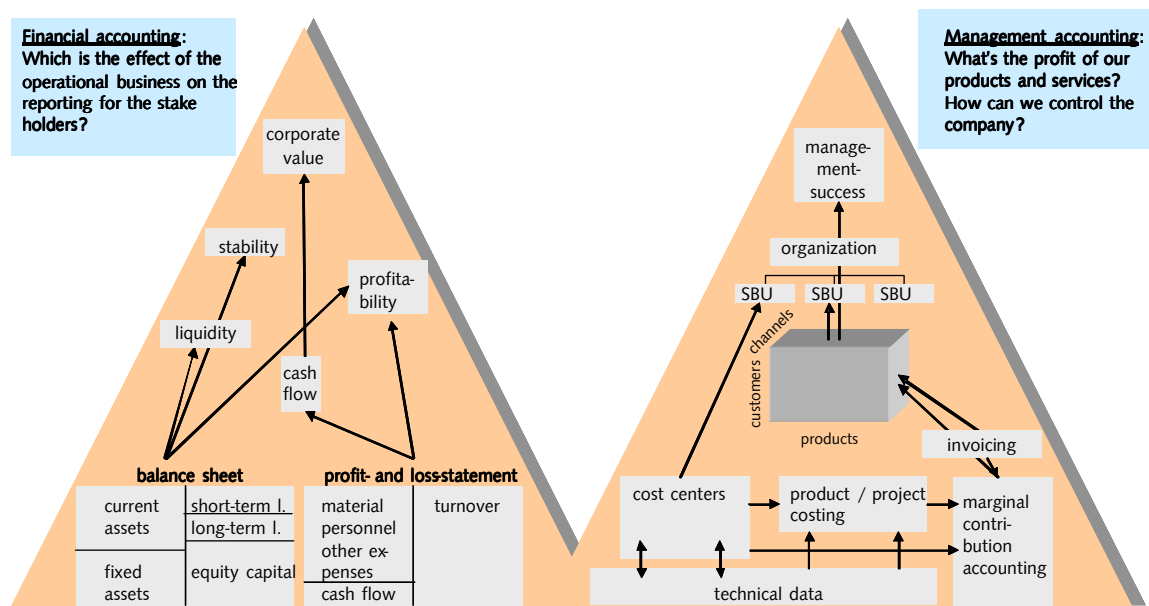
- The required quality and granularity of data collection
- Variance analysis in cost centers, orders, projects and products
- The sales and the management success statement

Transfer prices, financial performance and optimizing the corporate results.

Drivers to increase the Economic Value Added EVA

Organizing controlling and controllership abroad, the role of the controller.

Financial management: Climbing two mountains



Methodology:

In the seminar,

- teaching is a mix of lecture and discussions,
- as far as possible, differences in the use of accounting systems and the presentation of results between the represented organizations are worked out,
- an integrated planning- and control-model is developed for an instance-company,
- investments and strategies are quantified,
- the whole procedure from the annual planning to the responsibility-oriented reporting is elaborated.

Fee:

CHF 4'400.—, including training documentation, controller-dictionary and MS-Excel simulation models.

Registration:

via internet: www.czsg.com

or contact Ms. Helen Wilhelm

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