

# FINANCE FOR NON-FINANCIALS

## EXPERT



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## AUDIENCE

Managers from all sectors who wish to have basics financial skills

## DURATION

2 days (9 AM – 5 PM)

## DATE

28<sup>th</sup>-29<sup>th</sup> of October 2013

## LANGUAGE

English

## METHODOLOGY

The workshop is conducted in a highly interactive format, incorporating participant-centered learning activities such as case studies, self assessment exercises, and group discussions designed to allow a practical focus and development of skills and knowledge in a supportive environment.

## OBJECTIVES

To allow non-financial managers to acquire a good understanding of the main financial principles. These tools will help them to have a better communication with financial departments and managers, to increase their self-confidence and experience in meetings where financial elements might be dealt with, and to have a better use of financial mechanisms to make good managerial decisions.

This implies:

- To understand the main concepts of financial analysis
- To understand and learn to use the main analytic tools dealing with return and risk
- To use capital employed in a company (working capital, inventories ...) in a perspective of increasing return
- To manage the financing needs, and to understand the logic of financial cash-flows
- To understand the notion of Value Creation, and its operational consequences

These aspects will be illustrated by exercises and applications.

## OBJECTIVES

### **Margin analysis and cost analysis: understand your operational revenues and operational risk**

- Revenues and charges : income statement information, margin analysis, notion of scissors effect
- Cost analysis and risk analysis : notion of breakeven point, management of fixed and variable costs, operational risk and operational sensitivity

### **ROCE and ROE: understand how to manage your economic and financial return, and the impact of debt**

- Managing your capital employed and its efficiency : Balance sheet analysis, Working capital management, Notion of ROCE (return on capital employed)
- From ROCE to ROE (Return on Equity), Debt management and Leverage effect

### **Fund analysis, cash flows analysis, financial planning**

- What relation between return, growth and liquidity ?
- Sustainable growth rate and financial strategy
- How to build a cash flow analysis ? Use of Cash flows statements

### **Investing decisions: valuation of projects, return on investment, tools for applying return and risk analysis on investments**

- How to analyse return on investment according to the expected cost of risk
- Valuation of investments, methodology
- Tools to analyze profitability and risk of an investment

### **Value Creation: from financial analysis to value analysis ...**

- Understand the principle of value creation
- Operational consequences and measure of value creation
- Valuation of a company with the value creation tool

## PROGRAM

### **1st session – one day: Financial Analysis and financing decisions margin, costs, return and risk, financing decisions**

- Margin analysis and cost analysis: understand your operational revenues and operational risk
- ROCE and ROE: understand how to manage your economic and financial return, and the impact of debt
- Fund analysis, cash flows analysis, financial planning

### **2nd session – other day: investing decisions and value creation**

- Investing decisions: valuation of projects, return on investment, tools for applying return and risk analysis on investments
- Value Creation: from financial analysis to value analysis