

Accounting Tools and Metrics for the CFO

Course Description

This course is a one-stop problem-solver for today's busy accounting 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.

Chapters 1, 2, and 3 take 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.

Chapters 4, 5, and 6 take 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 are 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).

Chapter 7 provides you with a deeper understanding of the financing of your company. A comparison of public versus private placement of securities is provided. You'll learn the characteristics, advantages, and disadvantages of long-term debt financing. In addition to the various types of debt instruments, the circumstances in which a particular type of debt is most appropriate are considered. The advantages and disadvantages of issuing preferred and common are discussed, along with the various circumstances in which either financing source is most suited. Stock rights are also described.

Chapter 8 discusses how a forecast relates to financial planning. You'll learn the components of a forecasts and what it predicts. Various forecasting techniques with examples are identified to help you select the right method.

Chapter 9 covers what every accounting professional should know about accounting information systems. The components of an accounting information system, the factors in selecting accounting software, the purpose of extensible business reporting language, and the concepts of web-based software packages are discussed. It also discusses how accounting professionals leverage technology to enable operational improvement and control costs (e.g. the Big Data, robotic process automation, and cloud computing).

Completion Deadline & Exam: This course, including the examination, must be completed within one year of the date of purchase. In addition, unless otherwise indicated, no correct or incorrect feedback for any exam question will be provided.

Course Level: Overview. This program is appropriate for professionals at all organizational levels.

CPE Credits: 16 (CPA)

Category: Accounting

Prerequisite: Basic Accounting

Advanced Preparation: None

Course Learning Objectives

Chapter 1: Financial Statements, the Sarbanes-Oxley Act, and Corporate Governance

Upon completion of this chapter, you will be able to

1. Recognize the objectives of financial reporting and the key elements contained within different financial statements.
2. Recognize the purpose and content of the statement of cash flows.
3. Identify key sections contained with the annual report.
4. Recognize issues addressed by the Sarbanes-Oxley (SOX) Act and the groups impacted by it.

Chapter 2: How to Evaluate and Improve a Company's Financial Performance

Upon completion of this chapter, you will be able to

1. Recognize key financial ratios and how they can be used.
2. Calculate the value for different financial ratios.
3. Recognize the relationship between margin and turnover.

4. Compute ROI and recognize how it can be improved.

Chapter 3: Internal Accounting Applications for Your Company

Upon completion of this chapter, you will be able to

1. Recognize the concept of Economic Value Added (EVA) and how it can be improved.
2. Recognize major elements of budgeting process.
3. Identify different attributes and uses of variance analysis as a control device.
4. Recognize how accounting systems work, including activity-based costing, life-cycle costing and target costing.
5. Recognize the value of a balanced scorecard approach.

Chapter 4: Cost-Profit-Volume Analysis, Operating Leverage, and Discounting Analysis

Upon completion of this chapter, you will be able to

1. Recognize the value of cost-volume-profit (CVP) analysis in solving business problems.
2. Identify some applications of present (discounting) and future (compound) values.

Chapter 5: Capital Budgeting

Upon completion of this chapter, you will be able to

1. Recognize the uses of capital budgeting.
2. Identify the different techniques used to evaluate business investments and their applications.

Chapter 6: Assets Management, Financing Techniques, and Portfolio Theory

Upon completion of this chapter, you will be able to

1. Recognize key elements that affect working capital and cash management.
2. Identify how different investment criteria affect managing assets, such as expected returns, risk and diversification.
3. Identify the Capital Asset Pricing Model (CAPM) and the Arbitrage Pricing Model (APM).

Chapter 7: Long-Term Debt and Equity Financing

Upon completion of this chapter, you will be able to

1. Identify the process of investment banking.
2. Recognize issues for venture capital financing.

3. Recognize examples of types of long-term debt and their usefulness.
4. Identify examples of equity securities.

Chapter 8: Decision Making with Forecasting

Upon completion of this chapter, you will be able to

1. Recognize the components of a forecasts and what it predicts.
2. Identify various forecasting methods.

Chapter 9: The Evolving World of Accounting

Upon completion of this chapter, you will be able to

1. Identify components of an accounting information system.
2. Recognize the purpose of extensible business reporting language (XBRL).
3. Identify the impact of the emerging technologies on the accounting processes.