

FINANCE FOR MANAGERS

BOOST YOUR FINANCIAL LITERACY

ESMT
BERLIN



Location

ESMT Berlin



Tuition fee*

€3,900



Language

English



Duration

3 days

November 21 – 23, 2022



Certificate

You receive a certificate upon completion of the program.

Postgraduate Diploma in Management

The program counts toward 3 of the 18 days necessary to receive the diploma.



exced.esmt.berlin/finance

In their quarterly hustle to meet the numbers, managers rarely take the time to step back and consider how these numbers relate to the big picture or how their decisions and performance actually add value. This program seeks to change that. We provide you with a framework that transforms strategy buzzwords and financial jargon into clear tools and objectives. These actionable takeaways will help you to communicate and manage important decisions such as investments and M&As more effectively.

Although the program blends insights from theory and practice, it will be very hands-on to boost your financial literacy. The program will show you how to read and analyze financials through the lens of value-creation. We will explore these numbers to understand how to present and choose among business cases, how to factor in uncertainty, and how to value a company. We will also make sure that you avoid common mistakes and fallacies in financial decision-making going forward to create a lasting impact on your career.

Who should attend the program?

Senior or mid-level managers from non-financial backgrounds interested in gaining a better understanding of financial principles.

Key topics

- Developing awareness of external financial markets and their effects on management decisions
- Explaining the relationship between revenue and costs, how return on capital employed (ROCE) is built from these two components, and how profit differs from cash
- Forensic analysis of financial statements to understand and predict performance and financial stress
- Understanding the basic valuation framework surrounding investment decisions; measuring the consequences of time adjustments, amounts of relevant cash flow, and risks
- Learning how to manage working capital more efficiently

Finance for Managers

Day 1

- Why accounting if “cash is king”?
- How to read financial statements
- How to analyze financial statements
- DIY: Analyze and present a public company of your choice

Day 2

- Which numbers need to be “handled with care”?
- How does accounting relate to valuation?
- Capital budgeting
- Working capital from a finance perspective

Day 3

- Determining the cost of capital
- Company valuation
- Value-based decision making
- Strategic options in value-based decision making

Teaching methods

Business cases

Discussions with peers and faculty

Plenary discussions

Group work

Expert interviews

Interactive lectures

Key benefits

- ✔ Gaining a deeper understanding of profit-and-loss accounts, balance sheets, and cash flow
- ✔ Learning to identify relevant costs and revenues
- ✔ Communicating financial goals to others
- ✔ Building a network of global contacts

*For general terms and conditions and details on the application process, please go to: execed.esmt.berlin/gtc



Jörg Rocholl

Faculty

Jörg Rocholl

has been the president of ESMT since 2011. He is the vice-chair of the economic advisory board of the German Federal Ministry of Finance and also the vice-chairman of the economic advisory board of Deutsche Welle. He is also a research professor at the Ifo Institute for Economic Research in Munich and Duisenberg Fellow of the European Central Bank. Jörg's research interests are in the areas of corporate finance, corporate governance, and financial intermediation.

Contact

ESMT Berlin

programs@esmt.org
+49 30 212 31-31 30



Excellent training program conducted by highly skilled business professionals. A very good balance between information, edutainment, and group exercises.

Susanne Jacoby,
Marketing Manager,
SodaStream International

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