

## COURSE OUTLINE

### FINANCIAL STATEMENT AND ANALYSIS

Examining the major classes of financial ratios:

Liquidity Ratios  
Asset Management Ratios  
Debt Management Ratios  
Profitability Ratios  
Market Value Ratios



Assessing their benchmarked categories for performance.

Examination of the Vertical and Horizontal Analysis of Ratios with respect to the performance of related companies

### RISK ANALYSIS

#### Credit risk

Relates to a firm's ability to make interest and principal payments on borrowings.

#### Bankruptcy risk

Relates to the likelihood that a firm will file for bankruptcy.

Other types of risk to be considered;

1. Portfolio risk and diversification
2. The Capital Asset Pricing Model (CAPM)
3. Inflation risk and its impact on Financial Markets



### CASHFLOW AND CASHFLOW ANALYSIS

Time Value of Money

- Present value
- Future value
- Internal Rates of Return

### ANALYTICAL POSTURE TOWARDS FINANCIAL MANAGEMENT

The economic posture of the Industry the role of technology in businesses

#### The industrial economic characteristics

The Value Chain Analysis  
Porter's Five Forces Classification

#### The economic attributes framework

Demand  
Supply  
Marketing  
Finance

#### The Company's Strategy

The framework for the strategy  
The degree of integration  
The degree of diversification  
The degree of industry diversification

### MERGERS AND ACQUISITIONS

This involves examining the areas of:

- Estimating the economic gains and costs of mergers.
- Sensible motives for mergers
- Dubious motives for mergers
- Estimating the cost of a merger
- The mechanics of a merger
- Merger tactics
- Leveraged Buyouts (LBO's)
- Mergers and the economy

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**FITZ RITSON & ASSOCIATES**

presents  
**The Strategic  
Financial Management  
Programme**

## THE OBJECTIVE OF FINANCIAL MANAGEMENT

The Financial Management Certificate Programme is designed for the financial and the non-financial individual with an interest to comprehend the fundamental dynamics of financial statements. The applications of this programme is designed to sensitize individuals towards the importance of risk analysis and the role of proper financial leveraging in an organization, in addition the importance of financial ratios in driving the strategic positioning and the market competitiveness of an organization.



The measurement of the Company's performance relative to their performance in their respective industries are important to assess viability, and they are the key indicative factors to measure the capabilities of the management team.

The course's objective is to broaden the individual's dimension of financial management in order to appreciate the macro and micro factors that affect the performance of an organization. It also identifies the key signals that trigger the performance/ failure in an organization.

## THE PHILOSOPHY OF FINANCIAL MANAGEMENT

The secret of success in Financial Management is the ability to increase the value of the organization. Therefore managers have to be creative, disciplined and accurate in their analysis with the objective to operate at a level of precision to make informed decisions.

The aim of this course is to hone skills in the following areas:



**Financial Statements** the ability to identify, interpret and utilize the financial numbers. In addition have a comprehensive understanding of the Generally Accepted Accounting Practices (*GAAP*) which model sound financial practices.

**Macro Analytical Concepts** the ability to develop the correlation between the overall industrial landscape the company is performing within, the competitive marketing environment and finally the ability to translate these factors into developing a sound strategy for the organization.

**Mergers and Acquisitions** the examination of global trends in mergers demonstrating the concept of mergers adding value if the companies are worth more together than being apart. Theoretically the synergy of this activity streamlines expenditures, increases revenues and creates growth opportunities. Practical examples will be illustrated to show the dynamics of mergers and acquisitions.

## HOW STUDENTS RANKED THE COURSE

*Ranked on a scale of one to five, five being the highest*

CATEGORY	RANKING
Course Content	4.4167
Delivery of Material	4.1667
Preparation of Lecturers	4.4167
Punctuality	4.8333



## OTHER COMMENTS BY STUDENTS

*“Thought provoking”*

*“You feel like you are in a first world setting learning about practical and relevant Jamaican issues”*

*“Professional and very relevant”*

*“This course demands high standards”*

*“We enjoyed the section on strategy. We want to learn more about strategy”*

