This course examines an important trend in today’s competitive hospitality climate - the emphasis on creating and enhancing the wealth of firm owners. Participants will actively explore three essential components of this trend: investing, financing, and the interrelationships between financial strategy and the overall strategic mission of hospitality firms. The format utilizes a combination of highly-interactive lectures and real-world case discussions.

Key Benefits:

Participants gain the analytic tools and techniques necessary for the successful implementation of their financial strategies and acquire a direct understanding of how effectively-defined financial-strategy decisions contribute to lasting value for hospitality operators and owners.

Topics Include:

- Coping with difficult financial times
- Understanding and using the right valuation techniques:
  - Comparable multiple analysis
  - Comparable transactions analysis
  - Discounted cash flow analysis
- Capturing relevant risks in project hurdle rates
- Learning how to finance projects optimally:
  - Debt versus equity
  - Short-term versus long-term debt
  - Fixed-rate versus floating-rate debt
  - Straight versus convertible debt

* The prerequisite for this course is “Thinking Like a Financial Manager” or its online equivalents.

Part of these Certifications: