RISK AND RETURN: HOW TO IDENTIFY, MEASURE, AND INCORPORATE INTO CAPITAL BUDGETING DECISIONS

Course Focus

Managers in today's firms must have the right tools to identify relevant project risks and weigh those risks against expected returns in a competitive market. They must understand how the risk-return relationship is incorporated into capital-budgeting decisions.

This two-week course provides non-financial managers with an understanding of the key factors that enter into capital budgeting decisions so they are better able to engage in meaningful dialogue with the firm's finance team.

Discover how the risk-return relationship is measured and incorporated into capital-budgeting decisions. Explain why risk is a critical component of the capital-budgeting decision and what its impact is on the ultimate value of the investment under consideration.

Who Should Take this Course?

This course is designed for non-financial managers who are responsible for making integrated financial decisions and need to be able to understand the interrelationship of risk and return in making capital budgeting decisions.

Course Benefits

After completing this course, participants will be able to:

- Explain how risk enters into the capital budgeting decision and the impact it will have on the ultimate value of the investment under consideration
- Interpret what you read in the Wall Street Journal

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
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Course Topics

- Considering Investment Risk
- Investors and Risk
- Quantifying Risk and Return
- Two Kinds of Risk - Systematic and Unsystematic Risk
- How Firms Factor Risk into Capital Budgeting Decisions
- Systematic Risk
- Capital Asset Pricing Model
- Risk and Capital Budgeting Decisions

Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of the following online certificates:

Certificate in Executive Leadership
Certificate in Financial Management
Certificate in Strategic Leadership for the Hospitality Professional
Master Certificate in Hospitality Management

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