USING RATIO ANALYSIS TO EVALUATE FINANCIAL PERFORMANCE

Course Focus

The ability of an organization to analyze its financial position is essential for improving its competitive position in the marketplace. Through a careful analysis of its financial performance, the organization can identify opportunities to improve performance at the department, unit, or organizational level. In this course, participants will learn to use several ratio analysis instruments to achieve a comprehensive understanding of a firm’s financial performance. The course then addresses how this financial health information can be used as a foundation upon which to design and implement initiatives for increased productivity and profitability.

Who Should Take this Course?

This course is necessary for all professionals who deal with financial reports and need to understand how the data can be analyzed to accurately assess their organization’s financial strength.

Course Benefits

After completing this course, participants will be able to:

- Use ratio analysis to identify areas of strong financial performance and those that need improvement
- Accurately assess the financial performance of a department, unit, or organization relative to its competitors or to its own past performance

Pricing & Registration

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

hotelschool.cornell.edu/execonline
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Course Topics

Module 1 - Asset Management Ratios
• Introduction to Ratio Analysis
• Working Capital Ratios
• Turnover Ratios

Module 2 - Solvency and Capital Structure Ratios
• Liquidity Ratios
• Coverage Ratios
• Leverage Ratios

Module 3 - Profitability Ratios and DuPont Analysis
• Margin Ratios
• Return on Assets and Equity Ratios and the DuPont System

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 an online certificate:
Certificate in Hospitality Management
Certificate in Financial Management
Master Certificate in Hospitality Management
Master Certificate in Foodservice Management

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