



## CERTIFICATE IN FINANCIAL MANAGEMENT

Today, a good idea is not good enough. Leaders must demonstrate that their idea will deliver measurable results to the bottom line. To drive innovation and organizational success, leaders need to make effective business decisions that provide the most economic value to their organizations. They must have at their disposal the conceptual frameworks necessary to effectively articulate project and investment proposals to decision-makers, as well as review and discuss proposals with the organization's finance managers.

### Certificate Courses

This certificate requires approximately 36 hours of study time and is earned upon completion of the six courses below. A financial calculator, such as Hewlett-Packard 12C or Texas Instruments BA II Plus is needed for this certificate. Course descriptions can be found on the reverse.

- Mastering the Time Value of Money
- Making Capital Investment Decisions
- Understanding Financial Statements
- Using Ratio Analysis to Evaluate Financial Performance
- Raising Capital: The Process, The Players, and Strategic Considerations
- Risk and Return: How to Identify, Measure, and Incorporate Into Capital Budgeting Decisions

### About Online Learning at Cornell

Our online courses offer a proven model for successful management development and incorporate the best aspects of online and traditional classroom learning, including:

- Engaging and rigorous course design that centers on authentic business scenarios and provides the resources and tools learners need to resolve the issues they pose
- Learning experiences that target individual competencies and skills
- Asynchronous collaboration activities that contribute to knowledge and experience sharing among the course participants and the course instructor
- Course projects, discussion forums, and job aids that help participants apply their new skills to real organizational situations
- New skill development through interactive assessments and simulations

### Pricing & Registration

The six-course certificate price is US\$3600. Register online at:

[sha.cornell.edu/online/financial](http://sha.cornell.edu/online/financial)

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## **Mastering the Time Value of Money**

Master an understanding of the time value of money to assess critical decisions about investments. Project cash flows, calculate payments, and solve lease-or-buy dilemmas.

## **Making Capital Investment Decisions**

Use formal frameworks to evaluate the feasibility of new initiatives. Learn how to make sound investment decisions that increase your organization's profitability.

## **Understanding Financial Statements**

Read and interpret balance sheets, income statements, and cash flow statements. Analyze the current financial situation and identify areas for improvement.

## **Using Ratio Analysis to Evaluate Financial Performance**

Use ratio analysis to analyze financial statements. Understand your organization's financial performance and improve its competitiveness.

## **Raising Capital: The Process, The Players, and Strategic Considerations**

Learn about the decision frameworks financial professionals use to arrive at the company's optimal capital structure. Obtain a thorough understanding of the strategic considerations involved in raising funds for the purpose of investing in projects. Find out how capital structure decisions at the company level influence project decisions at the departmental level.

## **Risk and Return: How to Identify, Measure, and Incorporate Into Capital Budgeting Decisions**

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.

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