

# The Role of Financial Statement Analysis in Management Decision-Making Self-Study Webinar (10 Hours)

SA02123K  
SA021

Self Study Webcast  
Dec 20 - Dec 21

## Overview:

Effective financial statement analysis is critical to effective business management decision-making. This self-study webinar will provide you with a strategic approach to financial statement analysis to enable you to become an effective contributor to your organization's decision-making process. It will also allow you to:

- Understand why financial analysis for business decisions must start with strategy and business modeling
- Review business decisions for granting credit to customers, valuing a business and evaluating performance improvement strategies
- Develop a strategic financial plan

## Objective:

To provide financial professionals with an in-depth look at the role of financial statement analysis in making sound business decisions. You'll cover all the key metrics and valuation techniques, including industry comparisons, ratio analyses, cost of capital concepts and more. The focus of the self-study webinar is to show you how to do financial analysis that enables you and your company to make better decisions.

[Detailed Learning Objectives](#) [1]

## Emphasis:

- Methods for determining a company's financial strength
- Industry comparisons
- Cost of capital concepts
- Critical financial ratios
- Applying financial analysis models
- Integrating financial forecasting into business plans
- Creating a financial plan utilizing strategy, business model and operating plans
- Using free cash flow to determine a company's value
- Using financial analysis for organization performance improvement
- Lessons learned from past financial crises

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\*Recognize various types of value-destroying financial strategies

\*Identify the primary reasons behind the failure of various corporate strategies

\*Identify the differences between various methods for providing for public entities

\*Identify the implications for funding through various operations

\*Recognize the various categories of information contained in a strategic planning document

\*Identify the benefits for various financial analysis roles

\*Identify the implications of various financial analysis roles

\*Identify the components of a DCF analysis

\*Recognize a company's strategy for long-term growth

\*Recognize the fundamental concepts of financial ratio analysis

\*Identify the range of various types of financial ratio analysis and their implications for businesses and investors

\*Identify the various ways to use financial ratios to evaluate a company

\*Recognize the significance of the return on assets and its implications for businesses and investors

\*Recognize various methods for measuring management performance

\*Recognize the different valuation methods used in corporate planning

\*Identify the factors influencing an entity's cost of capital

\*Identify various approaches to cost and its determination

**BottomPrerequisite:**

None.

**Preparation:**

No advance preparation required.

**Level of Knowledge:**

Overview.

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