

Dates
Spring
May 2 - 7, 2010
Fall
September 26 - Oct. 1, 2010

Application Deadline
Spring
April 12, 2010
Fall
August 16, 2010

Tuition
\$9,200 USD
Price subject to change

Tuition includes accommodations, meals, and materials.

FINANCE AND ACCOUNTING FOR THE NONFINANCIAL EXECUTIVE

Income statement, balance sheet, cash flow, ratio, variable, EVA, LIFO, FIFO—for many executives, the terms of accounting and finance seem like a foreign language. What do these terms mean and how do they relate to your role in your organization? How do your decisions affect your organization's profitability? Most important, how can you utilize these concepts to become a greater asset to your company?

KEY TAKEAWAYS

- Frameworks and tools for understanding the concepts, terms, and techniques of accounting and finance
- Broad overview of the emerging global marketplace and the role a company plays within it
- Insight from leading faculty and financial and accounting experts who can translate complex theory into practical, understandable terms

CONTENT OVERVIEW

Finance and Accounting for the Nonfinancial Executive has been carefully crafted by leading faculty to eliminate the mystery behind the numbers and to help executives become informed and strategic users of accounting and financial data. The course covers the core concepts of both finance and accounting, including terminology and assumptions, valuation, financial statements, and distinguishing income from cash flow. The curriculum examines specific accounting methods and demonstrates how these choices affect earnings. Participants learn how to analyze financial reports, identify trends, and study competitors.

HIGHLIGHTED SESSIONS

Capital Structure, Agency Problems, and Market Signaling

Faculty identify the factors that must be considered in determining a firm's optimal capital structure and show how the market reacts to changes in that structure.

Construction of Financial Statements

This session focuses on the mapping between underlying economic events and financial statements, and on how this mapping affects inferences about future profitability and cash flows. In particular, students will examine the construction of financial statements from transaction information, realize that accounting involves trade-offs relating to basic concepts, and illustrate the importance of judgment in accounting and its potential effects on financial statements.

Stock-Based Compensation and Shareholders' Equity

The use of equity-based compensation as a vehicle for motivating and compensating employees is widespread, but has come under increasing criticism, with many observers arguing that the explosive growth in the use of stock options, in particular, was driven by the unusual accounting treatment accorded to them. Over the course of two sessions, we will examine the valuation of traded and employee stock options, the debate about the accounting for employee stock options, and the recent controversy regarding backdating. More broadly, we will use equity pay as a vehicle to understand some key accounting concepts related to shareholders' equity.

WHO SHOULD ATTEND

This program is developed for mid- to senior-level executives in general management, corporate planning, marketing and sales, or other functional areas who have little or no academic training in finance or accounting. It is appropriate for executives from organizations of any size or industry.



SAMPLE DAILY SCHEDULE

- ⌚ **Breakfast**
Full breakfast at Schwab Residential Center
- ⌚ **Morning Session I**
Financial Management and Its Relation to Value
- ⌚ **Morning Session II**
Introduction to Financial Statements
- ⌚ **Morning Session III**
Evaluating Profitability
- ⌚ **Lunch**
Buffet lunch with optional patio dining
- ⌚ **Afternoon Session**
Accounting and Other Performance Measures
- ⌚ **Group Activity**
Optional architectural walking tour of the Stanford campus
- ⌚ **Late Afternoon**
Personal study for evening group session
- ⌚ **Dinner**
Cocktail reception followed by a served dinner
- ⌚ **Evening**
Study group preparation for next-day class and networking opportunity with participants



“ As an HR executive for a public company, financial acumen is becoming increasingly more critical to the job. In one week, the FANFE program demystified the world of finance and accounting for me and I feel much more confident in my abilities to analyze financial information.”

* KELLEY STEVEN-WAISS, VICE PRESIDENT, WORLDWIDE HUMAN RESOURCES, PMC-SIERRA, INC.

“ Stanford delivers what many other universities promise. The standards are high, the content is relevant, and the faculty outstanding. ”

* STEVE GIDDENS / CHIEF INFORMATION OFFICER /
AMERICAN COLLEGE OF RADIOLOGY



FACULTY DIRECTOR



George G. C. Parker, the Dean Witter Distinguished Professor of Finance, Emeritus, and Faculty Director of the Stanford Sloan Master's Program, is a recognized expert in financial services and is acclaimed for his spirited teaching of both MBA students and executives. He is the author of *Risk Management: Problems and Solutions*.

OTHER STANFORD BUSINESS SCHOOL FACULTY

Ron Kasznik

Associate Professor of Accounting

Maureen F. McNichols

Marriner S. Eccles Professor of Public and Private Management; Professor of Law (by courtesy), School of Law

Paul C. Pfeiderer

C.O.G. Miller Distinguished Professor of Finance; Professor of Law (by courtesy), School of Law; Trust Faculty Fellow for 2009-2010

Madhav V. Rajan

Gregor G. Peterson Professor of Accounting; Professor of Law (by courtesy), School of Law

TYPICAL PARTICIPANT MIX

Industry

18% Communications
13% Computers, Technology
10% Financial Services, Insurance
9% Health Care, Medicine
7% Energy, Utilities
6% Industrial Products, Equipment
4% Consumer Products
3% Agriculture, Natural Resources
30% Other

Geographic Origin

81% North America
8% Europe
5% Asia Pacific
5% Central, South America
1% Australia, New Zealand

Job Function

53% General Management
15% Marketing, Sales
8% R&D, Product Development
4% Human Resources
3% IT, Operations, Administration
2% Finance, Accounting, Legal
15% Other