



Strategic Marketing Management

Optional Finance Workshop

Registration deadline: July 6, 2010

Exclusive to Strategic Marketing Management participants, we offer an optional one-day workshop covering the core concepts of finance, including terminology and assumptions, valuation and financial statements. This unique adjunct program is for marketers who want to become informed and strategic users of accounting and financial data.

Date: Sunday, August 8, 2010
Time: 11:00 a.m. - 4:00 p.m.
Cost: \$900 (includes registration, materials, lunch, and sessions)

Eligibility

The tutorial is only offered to Strategic Marketing Management program participants. You must apply and be admitted to the course before registering for the optional finance tutorial.

Instructor

Professor Ron Kasznik, Associate Professor of Accounting. Professor Kasznik also teaches in the Finance and Accounting for the Non-Financial Executive Program.

Detailed Schedule

- Before 10:30 a.m. Attendees for the Optional Finance Workshop should check-in at the Schwab Center before 10:30 a.m.
- 11:00 a.m.–12:15 p.m. **Introduction to Financial Statements**
Accounting is the measurement of economic activity in value terms for decision-making. Company financial statements are a key product of this measurement process and a major component of the financial reporting activities of the firm. In this session, we will be introduced to the key features of the financial accounting system. We will examine the basic elements of the financial reporting environment, discuss the role of the primary financial statements (balance sheet, income statement, and statement of cash flows), and identify key relations among them.
- 12:15 – 1:15 p.m. Boxed Lunches, GSB Classroom
- 1:15 – 2:30 p.m. **Financial Statements as a Management Planning Tool**
In this session, we will see how management can use financial statements in its planning and decision-making process. In particular, we will see how financial statements can be used to test implications of management strategies and plans. We will construct pro-forma balance sheet from scattered sources of information, illustrate how financial statement relations can change over time (as a function of the operating cycle), and see how financial statements facilitate consideration of alternative plans.

2:30 – 2:45 p.m. Break

2:45 – 4:00 p.m. **Financial Analysis**

In our last session, we will explore techniques for analyzing the performance, financial stability, and operating strategy of companies using financial information both within and outside the financial statements. We will also discuss techniques used by analysts and other capital market participants to calculate the expected value of company securities.

*Schedule subject to change

Early Arrivals

Saturday night housing at the Schwab Center is only available for those attending the finance workshop on Sunday. Due to space constraints, Saturday night housing is not available for other SMM participants. Additional cost of \$140 for Saturday night housing.

For more details please contact the Program Director, Luz Deras, at 650-724-6301 or deras_luz@gsb.stanford.edu