

Key Learning Outcomes:

- Understand financial reports
- Interpret data from financial documents
- Understand the sources and uses of capital
- Appreciate the difference between cash flow and profitability
- Make better business decisions based on financial planning and analysis
- Communicate with financial executives in your organization
- See the “big picture” of your organization
- Understand directives given by your CFO
- Grasp why decisions are made by the CFO and CEO

Price/Registration:

\$1195 – full tuition (includes materials, meals and certificate of completion)

\$995 – early bird registration (available through February 24, 2017 for the March 21, 2017 seminar and available through September 1, 2017 for the September 27, 2017 seminar)

To register contact Kristin St. Marie at stmarie@broad.msu.edu, 517-353-5664 or 800-356-5705 or go online at execed.broad.msu.edu

Location

The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University club (a private dining and recreational club), a fitness center/spa, and an on-site 18-hole championship golf course. The Henry Center is a world-class executive Education and corporate learning facility specifically designed to complement the learning objectives of this seminar.

“Dr. Hadlock has true passion for the subject and it comes out in his energy throughout the class. He makes the content relevant to public as well as private companies.”

Executive Development Programs

Michigan State University
The James B. Henry Center
for Executive Development
3535 Forest Road
Lansing, MI 48910-3831

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FINANCE FOR THE NON-FINANCIAL MANAGER

**March 21, 2017 or
September 27, 2017**

at the James B. Henry Center
for Executive Development
Michigan State University



Executive Development Programs
Broad College of Business
MICHIGAN STATE UNIVERSITY



Program Introduction:

This one-day program is designed to provide participants with hands-on experience in how to use and interpret financial data. Through the use of lectures and exercises, the participants will be introduced to and gain an understanding of standard techniques of practical financial management. These techniques are then used in a case setting to identify issues and factors to help improve decision making.

Who Should Attend:

Junior to mid-level managers who work with financial information and need to better understand and interpret financial documents would benefit from attending this program. Non-financial managers from any functional areas and all industries will find this program highly beneficial to improving their overall ability to read and interpret financial data. No prior knowledge of finance or accounting needed.

"I liked the use of actual company examples and investment strategies. This program was very informative for a professional that does not deal with financials on a regular basis."



Faculty Instructor:

Charles Hadlock, Ph.D.,
Frederick S. Addy Distinguished
Chair In Finance
Broad College of Business
Michigan State University

Schedule:

8:30 – 8:45 a.m.

Welcome & Introduction

8:45 – 10:45 a.m.

Section 1: Introductory Concepts

**Section 2: Financing Sources
and Costs**

10:45 – 12:00 p.m.

**Section 3: Financial Reporting
and Accounting Issues**

Financial Statement Group Exercise

12:00 – 1:00 p.m.

Lunch

1:00 – 3:00 p.m.

**Section 4: Making Investment
Decisions**

**Section 5: Investment Decision
Case Study – Baldwin Bowling Balls**

3:00 – 5:00 p.m.

**Section 6: Long Term
Financial Planning**

Program content is correct at the time of printing, but may be subject to change.

**For more information, go to:
exced.broad.msu.edu**

*"Dr. Hadlock was well spoken, interesting,
and gave great real world examples."*

*"Dr. Hadlock was very engaging and provided
relevant examples to make the content relatable."*

Participating Companies from Recent Years*

- | | |
|--|---|
| American Axle Mfg. | Irvin Automotive |
| Amway | Jackson National Life |
| Asahi Kasei | Johnson Controls |
| Avon Gear Company | Jordan Manufacturing |
| BBK | Karl Schmidt Unisia |
| Blue Cross Blue Shield | Kellogg Company |
| Bluestone Executive
Communications | Kent Power |
| Brembo North America | Lansing Forge |
| Brooks Ekstrom | MacSteel |
| CareTech Solutions | Magna International |
| CH Robinson | MASCO |
| Comcast | Meritor |
| Consumers Energy | Michigan Office of
Retirement Services |
| Corrigan Oil Company | Michigan Packaging Company |
| Cummins Bridgeway | Michigan Public Service
Commission |
| Dawn Foods | Microsoft |
| Delphi | Milton Manufacturing, Inc. |
| Delta Engineering Plastics | North Michigan Neurology |
| Dematic Corporation | Open Systems Technologies |
| DENSO | Origami Brain Injury
Rehab Center |
| Dokka Fasteners | Peckham |
| Dowding Industries | Pratt & Whitney |
| DTE Energy | Pro-Tech Equipment |
| Dunigan Bros. | Ryder |
| E&E Manufacturing Company | Save-A-Lot |
| Emergency Care Specialists | Spartan Motors |
| Fiat Chrysler Automobiles | Spectrum Health |
| Ficosa North America | Takata |
| Fisher-Price/Mattel | Terumo Cardiovascular Systems |
| General Motors | Union Pacific Railroad |
| Grand Rapids Medical
Education Partners | Vail Rubber Works |
| GreenStone Farm Credit
Services | Vidon Plastics |
| Guardian Industries | Vita Plus |
| Henkel Japan | Webasto Thermo & Comfort NA |
| Herman Miller | Wolverine Building |
| Hitachi Automotive Systems
Americas, Inc. | Zeeland Farm Services |
| Holly Hunt | Zeeland Lumber |
| International Automotive
Components | ZF TRW |

*partial listing



**WHO WILL MAKE
BUSINESS HAPPEN?
SPARTANS WILL.**