

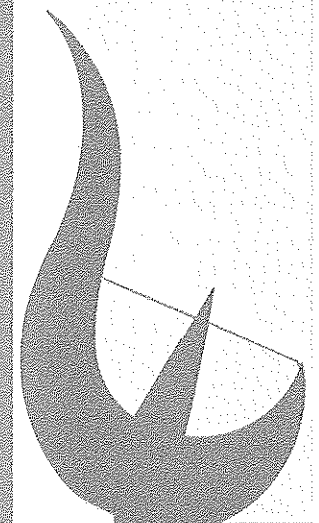
STRATEGIC FINANCIAL MANAGEMENT FOR NON-FINANCIAL MANAGERS

*Creating value through investment
and financing decisions*

183
650
686
172
649
670

26-28 Sep 2013
(Thu-Sat)

Hong Kong



HKUST
BUSINESS SCHOOL
香港科技大學

executive
EDUCATION
高級管理人員課程

STRATEGIC FINANCIAL MANAGEMENT FOR NON-FINANCIAL MANAGERS BY HKUST BUSINESS SCHOOL EXECUTIVE EDUCATION OFFICE



Established in 1991, the HKUST Business School is recognized as one of the youngest and most respected Business Schools in Asia. Our programs are consistently ranked among the very best in the world by international media and our faculty is considered to be among the most qualified.

The HKUST Business School is committed to providing the best quality executive education in the world which focuses on creating a unique learning experience for our participants. We invite world-class faculty and international experts to teach on our executive programs. Participants will gain the cutting-edge insights and latest knowledge to keep them ahead in the dynamic business environment.

Program Overview

Strategic Financial Management for Non-Financial Managers program covers tools and concepts for analyzing financial and investment decisions. This program provides a comprehensive understanding of valuation and the value-creation process. You will learn methods that will help you assess the financial health of your firm, measure your financing needs, determine what investments you should make, and how you should finance them. You will develop a deeper understanding of how your investment and financing decisions affect your firm value.

Program Objectives

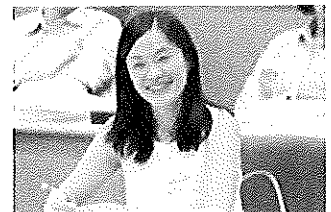
During this program, you will:

- Gain confidence in dealing with financial data and decisions
- Learn to assess the financial health of your company
- Forecast financial performance and estimate funding needs
- Learn to evaluate investment opportunities
- Understand the financial effects of your managerial decisions
- Learn how to create value in your organization

Upon completion participants will receive a certificate of participation issued by HKUST Business School.

Who Should Attend

This program is designed for executives with little or no finance background and whose responsibilities require them to make strategic, operating, or investment decisions with significant financial implications.



What Our Participants Say

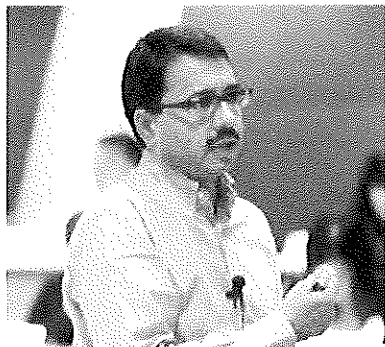
"This course indeed gives me an eyes wide open opportunity on financial management which helps my daily work a lot. Professional facility and nice environment, relevant case studies do help the studies worth to recommend to all senior management."

Ms. Zenobia Chan, Head of Order Fulfillment, OKIA Optical Co Ltd

"The program was exactly what I needed in order to take more of a leadership position on our business development activities in the region."

Mrs. Kelly Cooke, Director, Business Development, ESPN

World Class Faculty



Professor Vidhan Goyal
 PhD, University of Pittsburgh
 Professor, Department of Finance
 Academic Director, Kellogg-HKUST EMBA Program
 HKUST Business School

Professor Goyal has extensive experience in consulting and executive education for companies including AstraZeneca, The Hong Kong and Shanghai Hotels Limited (Peninsula Group), DaimlerChrysler, Medtronic, Merck KGaA, MTRC, PCCW, PricewaterhouseCoopers and sanofi-aventis.

Professor Goyal's research interests are in empirical corporate finance, with an emphasis on capital structure and corporate governance. His research papers have been published in the *Journal of Finance*, *Journal of Financial Economics*, *Journal of Financial and Quantitative Analysis*, *Journal of Business*, *Journal of Financial Intermediation*, *Financial Management* and the *Journal of Corporate Finance*. He has won 10 teaching awards including Best MBA Core Teacher Awards and the Michael Gale Medal for Distinguished Teaching, the highest honor awarded to a single faculty in the university.

Program Content

Assessing the Financial Health of your Company

- Reading and understanding financial statements
- Analyzing a company's operating, financing and investing performance
- Understanding how the information provided in financial statements is related to firm value

Financial Planning

- Forecasting a company's future financial performance
- Estimating financial needs
- Understanding how firms create value through better working capital management

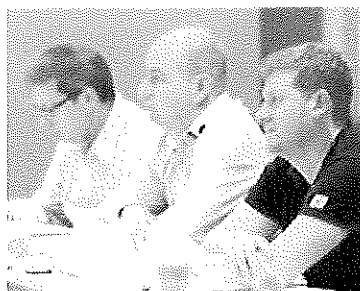
Evaluating Investments

- Evaluating investment projects, marketing, and R&D expenditures
- Estimating project cash flows including the consequences of previous project expenditures, shared production facilities, and product cannibalization
- Determining cost of capital
- Applying discounted-cash-flow and multiples-based valuation methods
- Determining the value created by investment decisions

Corporate Financial Strategy and Creation of Value

- Examining alternative sources of financing
- Impact of financing strategies on your cost of capital
- Understanding the effect of financing decisions on firm value
- Managing capital structure

Open Programs 2012 Participant Profile	
Male	56%
Female	44%
Work Experience – Average	16yrs
Doctoral or Master degree	50%
Bachelor degree	41%
Professional qualification & others	9%
Position: C Level Executives (CEO, CFO, CAO), Vice President, Managing Director, General Manager, Director, Regional Head, Department Head, Manager, Professionals (Architect, Lecturer, Doctor, Engineer, Consultant, Analyst), Business Owner, etc.	



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Fees

Program Fee *	HK\$17,500
Special rate for HKUST Alumni # or Early bird (by 23 August 2013)	HK\$14,500
Corporate rate/Group participation (3 or more concurrent registrations)	HK\$12,500

* The fee includes tuition, all teaching materials, refreshment and lunch

including participants of our open programs, EDM, EMBA, MBA, MTM, etc.

Program Schedule

26-28 September 2013 (Thu-Sat)

9:30am – 1:00pm Morning Session
1:00pm – 2:00pm Lunch
2:00pm – 5:30pm Afternoon Session
Daily schedule is subject to change

Venue

HKUST Business School Executive Education Suite
6/F, The Hong Kong Jockey Club Enterprise Center
The Hong Kong University of Science & Technology
Clear Water Bay, Kowloon, Hong Kong

Contact & Registration

Registration deadline: **6 September 2013**

To register, please complete the registration form attached or online registration form and send the completed form with program fee by **cheque payable to "The Hong Kong University of Science and Technology"** to:

Miss Vian Li, Program Manager
HKUST Business School Executive Education Office
Room 6592, 6/F, The Hong Kong Jockey Club Enterprise Center
The Hong Kong University of Science & Technology
Clear Water Bay, Kowloon, Hong Kong

Tel: (852) 2358 5054 (Mr. Jonathan Lo)
(852) 2358 8013 (Mr. Garrie Pang)

Fax: (852) 2335 5836

Email: ExecEd@ust.hk Website: www.bm.ust.hk/ExecEd

Program details will be sent to you by email 2 weeks prior to the program commencement date. If you do not receive it accordingly, please contact us.

Program fee is due upon acceptance of application.

Places are available on a first come, first served basis

HKUST Business School reserves the right to make any amendments to the program without prior notice

Cancellation and Refund Policy

A 50% refund of program fee available for cancellation received in writing at least 4 weeks prior to the program commencement date.