**WHO LEADS THE PROGRAM?**

**Victoria L. Sassine** is an adjunct lecturer in the Finance Division at Babson College. Her expertise is in corporate finance, corporate strategy, and practical applications of financial tools. She has worked in strategic financial management positions in a variety of industries including biotechnology (Biogen Idec), consumer products (Kraft Foods, Phillip Morris) and petrochemical (Royal Dutch Shell Oil). She teaches Strategic Corporate Finance and Option Theory at the graduate level, and various courses at Babson Executive Education. She also serves on the boards of several nonprofit organizations. She earned her BSBA from Kansas State University, her MBA from the University of Chicago, and is a CPA.

**Virginia E. Soybel** is a senior lecturer in accounting in the Accounting and Law Division at Babson College, with expertise in accounting, financial reporting, and integrated performance measures. Her research focuses on alternative reporting methods and their effects on financial ratios and on decisions, and her work has been published in the *Strategic Management Journal* and the *Journal of Accounting and Public Policy*. She teaches financial accounting and financial statement analysis at the graduate level, intermediate financial accounting at the undergraduate level, and at Babson Executive Education. She earned her BA from Williams College and her MBA and PhD from Columbia University.
Regardless of job function, executives at every level need an understanding of financial fundamentals in order for organizations to survive and thrive in today’s fast-paced, ever-evolving global economy. It is no longer practical to leave financial acumen to the finance department.

Finance for Today’s Nonfinancial Professionals bridges the gap between functional business knowledge and practical financial information. By connecting a company’s strategy to its financial implications, the value of an organization increases and its business leaders become more effective.
BUILDING A STRATEGIC UNDERSTANDING

Finance is the language of business. This hands-on program presents and explains data in practical, real-world terms, giving participants the functional financial knowledge needed to create better solutions to company challenges, improve interdepartmental communication, take on more strategic responsibility, and create new opportunities for their organizations.

In addition to increasing their understanding of essential financial tools, participants gain insights that put their organization’s strategy into financial terms, empowering them to collaborate with financial colleagues for better decision making.

DYNAMIC CLASSROOM ENVIRONMENT

The curriculum explores finance through the unique dynamics of participants’ industries and organizations. Participants learn to read actual financial statements and immediately apply that information in ways that are relevant to their jobs.

Follow-up analysis and consultation help participants understand financial positions and implications at the department and enterprise level and make strategic decisions based off this knowledge.
YOUR WORLD, YOUR FINANCE
Every industry has specific financial metrics that matter more than others. This program helps participants identify the financial metrics important to their organizations, and gives them the financial tools they need to increase their opportunities and successes.

In an interactive setting made up of peers from a variety of industries, participants will learn to:

- Read and leverage financial reports and data, including balance sheets, income statements, and cash flow statements
- Assess profitability and costs of projects, products, innovations, and initiatives to make better investment decisions
- Use financial knowledge to improve planning, budgeting, and valuation
- Understand the financial language and communicate with financial colleagues to gain insight into organizational performance

EXPERIENCE THE BABSON ADVANTAGE
Babson Executive Education faculty members are more than thought leaders; they are pragmatic practitioners who understand the best way to learn is by doing. Participants practice real-world financial decision making through instruction, collaboration, and interaction with peers as they work with actual financial statements.

SAMPLE PROGRAM SCHEDULE*

> DAY ONE
Understanding Financial Statements
Common Financial Analysis Tools
Using Finance to Improve Decision Making

> DAY TWO
Projecting Cash Flows
Mechanics of Ratio Analysis
Assessing Organizational Performance

* Babson Executive Education continually updates program content to best serve participant needs. Course content may vary.