



EXCEL APPLICATIONS IN FINANCIAL MANAGEMENT AND MODELING

A Two-day PC-based Event

For the full details about this workshop and for online bookings go to www.ees.co.za



Introduction

It is well known that many users of Excel working with financial data, do not make optimal use of what the Excel package offers.

The following are some of the inefficiencies that result:

- ◆ Time is wasted
- ◆ Undetected errors in worksheets with numerous negative implications
- ◆ Decisions based on scanty information which has not been fully analysed

This two-day programme is an opportunity to have the power of Excel revealed. It is designed to take participants through the functions and applications of Excel which have application when dealing with financial data. It is aimed at providing an opportunity to enhance understanding of the value drivers in business, financial acumen and skills to use financial models and enable more informed and justified proposals and decisions.

Training Methodology

This is essentially a hands-on programme. Each delegate is requested to bring their own laptop computer with Microsoft Office 2007. The programme facilitator will explain financial theory and Excel applications. A series of workbooks with application cases will be completed by delegates following the demonstrations. Each case will include the completed solution to enable the delegates to refer to the Excel functions being used. A number of financial models will thus be developed by delegates.

It is worth noting that skill in Excel requires repetitive practice. While length constraints of the course may not always provide the time needed for all delegates, the models which will be taken from the course will enable practice in particular interest areas to continue. Also, Excel itself contains an extensive Help Menu, which can be called up at any time and relevant sections can be printed. In addition, delegates will be given copies of the PowerPoint presentation.

Competencies Emphasized

This course emphasizes two competencies. The dual objectives are firstly the understanding of the financial principles that underlie the topic under discussion and secondly that of enhancing ability and competency using Excel, for the purpose of financial modelling, forecasting and scenario building.

Course Prerequisites

Delegates on this course should have a basic working knowledge of Excel (how to enter formula and how to work with cell references). The first session, however, does not assume too much prior knowledge and offers a quick review of Excel functionality in an attempt to proceed with all delegates having confidence that the basics have been mastered.

About your expert presenter

Professor David Flynn holds degrees from a number of South African universities in the area of business, finance and accounting. He is currently employed both as a consultant and as an Associate Professor in the School of Management Studies at the University of Cape Town and a visiting professor at Rhodes Investec Business School.

He has served as an academic, being the Head of the School of Accounting which prepares chartered accountants. He also held a sabbatical academic position at the University of Windsor in Canada.

David served as Head of Research at Old Mutual Asset Managers, a company listed on the JSE and London Securities Exchanges, and also as Chief Operating Officer of an Investment company listed on the JSE Stock Exchange. He travels widely in order to present seminars and has most recently served as a facilitator in Kuwait, Kuala Lumpur, Johannesburg, Manila, Shanghai and Sao Paulo.

Workshop outline

There are four sessions each day for two days. Objectives and content for each session are listed in the course outline. A financial modelling case study is set for each of the eight sessions of the course duration. The order of the course presentation is as follows:

1. Finding your way around the Excel Ribbons
2. Building models and finding your way around Excel Worksheets
3. Analyzing Budgeting Models
4. Financial Statement Preparation and Analysis
5. Dealing with Tables of Data
6. Decisions with limiting constraints
7. The Time Value of Money, Loans and Business Valuation
8. Determining the cost of capital and analyzing capital investment projects

Session 1: Finding your way around the Excel Ribbons

- ◆ Definition of a Financial Model.
- ◆ Different types of Financial Models
- ◆ The Ribbon Tabs of Excel [Home, Insert, Page Layout, Data, Review, View and Developer]
- ◆ Excel Options [Customize, Quick Access Toolbar] Spreadsheet design and structure [Data, Variables, Output]

CASE: Building a Quick Access Toolbar

Session 2: Build models and find your way around Excel Worksheets

- ◆ Structure of a File, Worksheet and Tabs
- ◆ Entering and viewing formula
- ◆ Formatting and conditional formatting
- ◆ Basic Audit Tools
- ◆ Inserting Comments
- ◆ Finding, replacing, sorting and filtering data
- ◆ Financial and Statistical functions

CASE: Preparing a Model for Monthly Sales, Copying and Anchoring Cells

Session 3: Analyzing Budgeting Models

- ◆ Principles of preparing operating budgets
- ◆ Naming cells and ranges
- ◆ Inserting Charts and graphs
- ◆ Data Validation
- ◆ Alternative scenario's using What if Analysis and Goal Seek

CASE: Preparing a short budget, using Goal Seek and Scenario Manager

Session 4: Financial Statement Preparation and Analysis

- ◆ Review of the Income Statement, Balance Sheet and Cash Flow Statement
- ◆ Identifying and calculating key performance indicators
- ◆ Return on Investment, Return on Assets, EBITDA as indicators of performance
- ◆ Writing a report of business performance.
- ◆ Embed Excel worksheets in MSWord reports

CASE: A model for financial analysis and interpretation of the output

Session 5: Dealing with Tables of Data

- ◆ Dealing with data in tables
- ◆ Writing a Macro for downloaded data
- ◆ Filtering and using Pivot tables
- ◆ Collecting data from one table for inserting in another
- ◆ The Lookup functions
- ◆ Introducing checks on accuracy of model output

CASES: Writing a Macro, using pivot tables and VLookup

Session 6: Decisions with limiting constraints

- ◆ Principles of forecasting
- ◆ Listing, applying and changing assumptions in models
- ◆ Use of Trendline functions and charting
- ◆ Basic application of Solver when there are limiting factors
- ◆ The behaviour of costs. Fixed and Variable
- ◆ Determining the break even point and margin of safety in planning

CASES: Using Solver where there are limiting factors, Building a Break Even Model

Session 7: The Time Value of Money, Loans and Business Valuation

- ◆ Principles of Time Value - the 4 tables in the mathematics of finance
- ◆ Lump sum and Annuity calculations
- ◆ Debt repayment schedules
- ◆ Basic business valuation principles
- ◆ Using listed company data to value private companies
- ◆ Growth models and discounted cash flows

CASES: Discounted cash flows to value a business

Session 8: The cost of capital and analyzing capital investment projects

- ◆ Principles of cost of equity, cost of debt and weighted average cost of capital
- ◆ Establishing the WACC
- ◆ Discounted cash flows in capital investment appraisal
- ◆ Establishing the Net Present value of a project
- ◆ Establishing the Payback period of a project
- ◆ Comparing the hurdle rate with the Internal Rate of Return of a project
- ◆ Sunk costs and opportunity costs
- ◆ Dealing with inflation in forecasting
- ◆ Application of scenario analysis to capital investment appraisal.

CASE: Forecasting cash flows, determining NPV and IRR

WE OFFER THE FOLLOWING DISCOUNTS AND SPECIAL OFFERS (NOTE THAT YOU CANNOT COMBINE DISCOUNTS 1, 2 AND 4!)

1. Full payment seven working days from the date of your invoice gets you a 10% discount!
2. Should you be interested in attending a specific workshop that is not presented in your area, and you need to fly and stay over, we offer you 20% discount on that event.
3. Register three delegates for an event and a fourth delegate may attend free of charge.
4. A 35% discount to NGOs.

EES-SIYAKHA



Name of workshop/seminar: _____

Date of workshop/seminar: _____

Fees per delegate: _____

Delegates' details

No	First name	Surname	Designation	Cell phone number	Email Address
1.					
2.					
3.					
4.					

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2. Should you be interested in attending a specific workshop that is not presented in your area, and you need to fly and stay over, we offer you a 20% discount on that event.
3. Register three delegates for an event and a fourth delegate may attend free of charge.
4. A 35% discount to NGOs.

Organisation: _____

Email: _____

Vat registration: _____

Special dietary requirements: _____

Postal address: _____

Disabilities: _____

Code: _____

Contact person: _____

Tel: _____

Fax: _____

I have accepted the conditions printed below (please tick):

**FAX THE COMPLETED REGISTRATION FORM TO RYAN AT (011) 726 2400.
ENQUIRIES: Phone Ryan (011) 726 3040 or e-mail him at ryan@ees.co.za**

PAYMENT (PLEASE NOTE THAT FEES ARE PAYABLE PRIOR TO THE START OF THE WORKSHOP):

Electronic Transfers:

Bank: FNB **Branch:** Northcliff **Branch Code:** 253 705 **Account No:** 62063883964
Account Holder: Equity Compliance and Solution (Pty) Ltd

Cheques to be made payable to Equity Compliance and Solution.

Once payment has been made, please fax through proof of payment. Please do not mail any payments.

TERMS AND CONDITIONS

1. **Cancellations:** Should you be unable to attend, we will accept your written cancellation by no later than 7 working days prior to the start of the workshop, in which event a cancellation fee of 25% will be charged. Thereafter, we regret we are unable to refund any fees, although in such cases we would be happy to welcome a colleague who would substitute your attendance or keep the credit for a following workshop with the same monetary value. Please note that the cancellation fee of 25% will still apply in such event. All cancellations must be confirmed in writing. 'No shows' on the dates of the workshop are still liable for the full payment. This clause also applies where we have received your registration form, invoiced you and awaiting your payment.
2. **EES-SIYAKHA** cannot guarantee that all events will go ahead as advertised, and as a result is not liable for any transportation or accommodation costs incurred related to the prospective attendance of an event that does not go ahead on the advertised date, in the absence of written confirmation from **EES-SIYAKHA** of the course proceeding on the relevant date (which will be furnished upon request in such event).