

# Finance

## Category and Courses Marketing Kit

Businesses run on money. Learn the essentials for non-financial managers.



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# I. Course Summary Descriptions

## Finance

MindEdge's Finance certificate and coursework guide learners to organize and interpret the financial health of a business. From budgeting, the time value of money, risk, and ROI, learners gain the ability to read financial data and turn those insights into impactful decisions that move the business forward.

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### Certificate in Finance Essentials

This online certificate program introduces non-financial managers to the essentials of finance. The courses will help you become conversant in critical financial terminology, and you'll learn how to calculate key financial management indicators. You will learn how to assess your organization's financial health by reviewing balance sheets, income statements, and statements of cash flow, and you will discover how finance and accounting tools can be used to support informed decision making within organizations.

**Learner Satisfaction: 97%**

**Estimated length: 19 hours**

**Access Time: 365 days**

**Credits: 1.9 IACET CEUs / 19 PMI PDUs / 19 HRCI Credits / 19 SHRM PDCs**

### Inc. Magazine: Building Financial Literacy

Financial literacy is an essential skill for any business leader or business owner. Fundamental financial concepts, such as reading and analyzing financial statements, developing and managing a budget, maintaining a healthy cash flow, and raising capital to support business growth, are crucial skills that every business owner or business leader needs to comprehend. The courses included in this bundle address each of these essential business activities, including best practices and strategies that business leaders and owners can leverage to manage and grow their business more confidently. Courses in this bundle offer real-world examples, how-to lists and advice, industry spotlights, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

**Learner Satisfaction: 100%**

**Estimated length: 12 hours**

**Access Time: 360 days**

**Credits: 1.2 IACET CEUs / 6 PMI PDUs / 12 HRCI Credits / 3 SHRM PDCs**

# Financial Analysis

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts related to financial analysis, including how to read and interpret the primary financial statements, how to evaluate your company's financial position, how to calculate various financial ratios, and benchmarking.

The focus is on providing practical, hands-on advice to entrepreneurs and small business people, including video segments and commentary from industry-leading practitioners and subject matter experts. The course also offers how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits**

# Financial Planning and Control

Decision-making within an organization often hinges on the numbers. So what financial tools do managers need to be familiar with to make sound, defensible decisions? This introductory-level course is meant to teach finance concepts to non-financial managers, and considers tools for decision-making such as cost benefit analysis, break even analysis, and Balanced Scorecard. The course also teaches the basic finance concepts such as return on investment (ROI), fixed and variable costs, and payback period.

**Learner Satisfaction: 98%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs**

# How to Read a Financial Statement

Financial statements can look intimidating and, as a non-financial manager, you may feel like ascertaining the right conclusion from a financial statement is like finding a needle in a haystack. This course covers financial reports and their meaning. You will learn the fundamentals and importance of the income statement, balance sheet, and statement of cash flows, and how they can be used to manage a business. You will also be exposed to financial (ratio) analysis.

**Learner Satisfaction: 97%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs**

# Introduction to Business Statistics

Statistics is the science of collecting, organizing, and analyzing data in order to make more effective decisions. As such, statistics is critical to a successful business. This introductory-level course is meant for non-financial managers. Understanding statistical techniques can help any manager responsible for marketing, management, accounting, sales, or other business functions. This course will also cover graphical representations of data that your stakeholders may expect when reviewing the results of any statistical analysis.

**Learner Satisfaction: 94%**

**Estimated length: 4 hours**

**Access Time: 90 days**

**Credits: 0.4 IACET CEUs / 4 PMI PDUs / 4 HRCI Credits / 4 SHRM PDCs**

# Introduction to Finance

Understanding basic finance is important for any managerial position, even non-financial managers. This introductory-level course starts at the beginning, discussing finance as an organizational setting and legal forms of business. The course continues on to cover the responsibilities of financial managers, roles of finance in a typical business organization, and relevant financial markets of interest to financial managers. Further, the course will discuss corporate financing and the role the stock market plays in the business world.

**Learner Satisfaction: 99%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs**

# Managing Cash Flow

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts related to managing cash flow, including the difference between cash flow and profit, how to interpret the cash flow statement, how to calculate free cash flow, effective cash flow management, cash flow forecasting and projections, and ways to boost cash flow.

The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments and commentary from industry-leading practitioners and subject matter experts. The course also offers how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 HRCI Credits**

# Time Value of Money and Risk

Is a dollar more valuable today or tomorrow? What about a year from now? This introductory-level course covers time value of money (TVM) principles and risk and return. You will review the basic TVM techniques used in evaluating all financial decisions and their cash flow implications. For Risk and Return, you will learn how risk influences investment decisions, and how to calculate risk and rates of return. Further, you will explore the benefits of diversification and the use of the portfolio concept in investing.

**Learner Satisfaction: 96%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs**

# Understanding and Managing Budgets

A budget is a detail of expenses and incomes for a set period of time. This introductory-level course covers budgets and how they are used in organizational settings including the uses and functions of master budgets, operating budgets, sales, production and cost of goods sold budgets, and cash budgets. You will also learn about the budgeting process, and how organizations are using different budgeting techniques to overcome operating challenges.

**Learner Satisfaction: 97%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs**