

## **Introduction to Financial Management**

### **Mini MBA Program of Saigon Business School**

*Academic year 2023 – 2024*

#### **Overview**

For a manager, having a foundation in accounting and finance is always highly valued, as this is a type of knowledge that ensures that the owner has calculated the "profit and loss", "more" in the way of thinking and problem solving. Good financial thinking not only helps managers ensure the business results (revenue, profit) of the company, but also ensures that all decisions made are optimized.

Why is McDonald's not just a simple burger business? Why can Starbucks be considered a bank? How many stories can be concluded by looking at the financial statements of a company?

The Financial Management course in the Mini MBA program of Saigon Business School (SBS) is designed to provide managers with the knowledge and skills necessary to make sound and optimal decisions. This program is designed for managers at all levels, regardless of prior accounting and financial experience. It is also an ideal program for entrepreneurs and small business owners who want to learn more about financial management.

#### **Course objectives**

- Understand the basic concepts and principles of accounting and finance
- Use financial information to make sound business decisions
- Analyze financial statements to assess the performance of a business
- Develop and analyze budgets and financial forecasts
- Optimize the use of assets to grow a business
- Analyze profits to improve business efficiency
- Understand and use financial industry jargon
- Stay up-to-date on the latest trends in finance
- Enhance the ability to make business decisions based on financial data

#### **Learning outcomes**

- Understand the basic principles of accounting and financial statements
- Develop and analyze budgets and forecasts
- Calculate and interpret profit ratios
- Calculate gross profit, operating profit, and net profit
- Develop and implement performance management systems
- Conduct financial analysis to support decision-making
- Be able to use the discounted cash flow (DCF) model to evaluate investments
- Understand the limitations of financial data

### Detailed content

The course lasts for 6 weeks, including 1 week for a project or practical assignment. The detailed content is as follows:

Session	Content
<b>Week 1: Finance and accounting for managers</b>	<ul style="list-style-type: none"> <li>● What is managerial accounting?</li> <li>● The role of managerial accounting in an organization</li> <li>● Different types of managerial accounting information</li> <li>● How to use managerial accounting information to make sound financial decisions</li> </ul>
<b>Week 2: Mastering costs</b>	<ul style="list-style-type: none"> <li>● What is cost accounting?</li> <li>● Different types of costs</li> <li>● How to allocate costs to products or services</li> <li>● How to use cost information to make pricing and production decisions</li> </ul>
<b>Week 3: Performance evaluation</b>	<ul style="list-style-type: none"> <li>● What is profit analysis?</li> <li>● Different types of profit ratios</li> <li>● How to calculate and interpret profit ratios</li> <li>● How to use profit ratios to evaluate the performance of an organization</li> </ul>



<b>Week 4: Planning and control</b>	<ul style="list-style-type: none"><li>● What is budgeting and forecasting?</li><li>● Different types of budgets and forecasts</li><li>● How to develop and analyze budgets and forecasts</li><li>● How to use budgets and forecasts to control costs and plan for the future</li></ul>
<b>Week 5: Performance improvement</b>	<ul style="list-style-type: none"><li>● What is performance management?</li><li>● Different types of performance metrics</li><li>● How to develop and implement a performance management system</li><li>● How to use performance management information to improve organizational performance</li></ul>
<b>Week 6: Business project or case study</b>	<ul style="list-style-type: none"><li>● Students will work on a project with a business or solve a case study using one of the following models:</li><li>● Solve a real-world problem: Analyze the financial statements of a company, including cost analysis, budgeting and forecasting, and performance evaluation of products/services. In the last class, students will present the results of their project at SBS or at a partner company.</li><li>● Work on a project with a business: According to the arrangement of the instructor.</li></ul>

## Course materials

Students will be given access to the following learning systems by SBS:

- **Google Classrooms** (accessible using SBS's own domain email): to view and download materials uploaded by the instructor each week.
- **Learning management system (Academic portal)** to check attendance, track learning progress, and take exams, etc.

## Assessment

Students will be evaluated based on three criteria:

- Attendance (Attendance - 10%): Students who miss more than 20% of classes will not receive a certificate.
- Progress assessment (progress test - 30%): group and individual assignments given by the instructor during the learning process.
- Business project or final real-world case study (Final project - 60%)

Students who meet the attendance requirements and achieve an average grade of 5.0 or higher will receive a certificate for the "Financial Management" course from SBS.

Students who accumulate enough certificates in the entire course will receive a Mini MBA degree from SBS.