



Curso Online de
**International Financial
Statement Analysis**




Iniciativas Empresariales
| estrategias de formación



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BARCELONA - BILBAO - MADRID - SEVILLA - VALENCIA - ZARAGOZA

International Financial Statement Analysis

Presentación

This course provides an international perspective to the study of financial accounting by looking at the analysis and evaluation of financial statements. The main goal of this course is to learn how to analyze the financial performance of an organization through the use of published financial information.

In the first section (topics 1 to 3), participants will be familiarized with the elements of financial statements including: Balance sheets, Income statements, the statement of cash-flows, the statement of comprehensive income, and the notes to the financial statements. The second section (topic 4) will then focus on international accounting differences between the US GAAP and the International Standards (IFRS) and the tendencies towards harmonization.

In the third and the most important section (topics 5, 6 and 7), participants will carry out a financial ratio analysis to interpret financial statements. This analysis will allow participants to both evaluate the performance of a business as well as analyze business opportunities from a financial standpoint.

This course will help to understand the complexities and purpose of financial accounting along with its limitations. The overall goal is to equip students to better understand international financial statement analysis and approaches in relation to business to make sound financial management decisions.

Course activities are based on worksheets with exercises related to each topic. The course will also use current articles and videos from business newspapers and magazines to be discussed daily to motivate class discussion and participation.

La Formación E-learning

Nuestros cursos e-learning dan respuesta a las necesidades formativas de la empresa permitiendo:

1

La posibilidad de *escoger* el momento y lugar más adecuado para su formación.

2

Interactuar con otros estudiantes enriqueciendo la diversidad de visiones y opiniones y su aplicación en situaciones reales.

3

Aumentar sus capacidades y competencias en el puesto de trabajo en base al estudio de los casos reales planteados en el curso.

4

Trabajar con los recursos que ofrece el entorno on-line.

International Financial Statement Analysis

Objetivos del curso:

- Interpret financial statements and making recommendations.
- Evaluate the performance of one business, comparing the actual situation with the past and some competitor performance.
- Use the ratios to analyze the firm's health and to recommend reasonable alternative actions to improve it.
- Understand the purpose of basic financial statements and their contents.
- Study the main differences between the IFRS and US GAAP.
- Describe the importance of globalization in international accounting.
- Define, calculate and categorize the major financial ratios.
- Understand the limitations of financial ratio analysis.
- Analyze business opportunities from a financial standpoint using the financial statement analysis.

“Financial Statement Analysis: discovering the art of decoding numbers to understand the strengths and weaknesses of a company”

Dirigido a:

Financial and Administrative Directors, and all those professionals in the financial management who need advanced knowledge of the International Financial Statement Analysis.

Estructura y Contenido del curso

El curso tiene una duración de 50 horas lectivas 100% online que se realizan a través de la plataforma e-learning de Iniciativas Empresariales que permite el acceso de forma rápida y fácil a todo el contenido:

Manual de Estudio

7 módulos de formación que contienen el temario que forma parte del curso y que ha sido elaborado por profesionales en activo expertos en la materia.

Material Complementario

En cada uno de los módulos que le ayudará en la comprensión de los temas tratados.

Ejercicios de aprendizaje y pruebas de autoevaluación

para la comprobación práctica de los conocimientos adquiridos.

Bibliografía y enlaces de lectura recomendados para completar la formación.

Metodología 100% E-learning



Aula Virtual *

Permite el acceso a los contenidos del curso desde cualquier dispositivo las 24 horas del día los 7 días de la semana.

En todos nuestros cursos es el alumno quien marca su ritmo de trabajo y estudio en función de sus necesidades y tiempo disponible.



Soporte Docente Personalizado

El alumno tendrá acceso a nuestro equipo docente que le dará soporte a lo largo de todo el curso resolviendo todas las dudas, tanto a nivel de contenidos como cuestiones técnicas y de seguimiento que se le puedan plantear.



* El alumno podrá descargarse la APP Moodle Mobile (disponible gratuitamente en Google Play para Android y la Apple Store para iOS) que le permitirá acceder a la plataforma desde cualquier dispositivo móvil y realizar el curso desde cualquier lugar y en cualquier momento.

Contenido del Curso

UNIT 1. Introduction and the Balance Sheet

4 hours

Financial accounting focuses on communicating information to external users, information that is communicated using *financial statements* that are prepared at the end of each period (one month, one quarter (three calendar months) or one year).

There are five financial statements: the income statement (called statement of operations in some countries), balance sheet, statement of cash flows and notes to the financial statements and statement of changes in equity. Each of them is introduced in the following sections using different examples. In this chapter our focus will be on the Balance Sheet.

1.1. The Balance Sheet:

- 1.1.1. Assets.
- 1.1.2. Liabilities and Equities.
- 1.1.3. The valuation of the components of the Balance Sheet.

1.2. The classified Balance Sheet:

- 1.2.1. Current Assets.
- 1.2.2. Non-Current Assets.
- 1.2.3. Current Liabilities.
- 1.2.4. Non-Current Liabilities.
- 1.2.5. Owner's or Shareholders Equity.

1.3. The Balance Sheet Structure.

UNIT 2. The Income Statement

4 hours

The Income Statement shows details and results of the company profit-related activities for a period of time. It is a summarization of revenue and expense transactions for a period of time, and it is particularly important for the company's owners, creditors, and other interested parties to understand.

The Income Statement is a financial statement that measures the performance of the firm over a period of time. It shows the profit generated and its different components.

Its basic equation is: $\text{Revenues} - \text{Expenses} = \text{Net Profit}$. For this reason, the Income Statement is also called the Statement of Profits and losses (the P&L).

2.1. Income Statement sections:

- 2.1.1. Detailed analysis of the Income Statement by function.
- 2.1.2. Detailed analysis of the Income Statement by nature.

2.2. The importance of the gross margin.

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UNIT 3. Statement of Cash Flow. Notes to the Financial Statements. Statement of Comprehensive Income & Statement of Changes in Equity Annual Report. Consolidated Financial Statements

4 hours

3.1. The Statement of Cash-Flow:

- 3.1.1. CFO and methods to calculate the document.
- 3.1.2. The indirect method in detail and a healthy structure.

3.2. Notes to the financial statements.

3.3. Statement of Comprehensive Income & Statement of Changes in Equity:

- 3.3.1. Statement of Comprehensive Income.
- 3.3.2. The Statement of Changes in Equity.

3.4. Annual Reports.

3.5. Consolidated Financial Statements:

- 3.5.1. Subsidiary.
- 3.5.2. Associate.
- 3.5.3. Joint Venture.
- 3.5.4. Trade or Simple Investment.

UNIT 4. International Accounting differences and Accounting manipulations

4 hours

4.1. Accounting Standards: US GAAP vs IFRS:

- 4.1.1. US GAAP.
- 4.1.2. IFRS.
- 4.1.3. International Accounting differences.
- 4.1.4. Internationalization of accounting standards?

4.2. Accounting manipulation and creative accounting:

- 4.2.1. Creative Accounting:
 - 4.2.1.1. Massaging the numbers.
 - 4.2.1.2. Cooking the books.
- 4.2.2. Fraud detection and actions to fight against creative accounting.

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UNIT 5. Financial Statement Analysis (calculations part 1)

12 hours

Financial Statements, including the Balance Sheet, Income Statement, and Statement of Cash Flows, provide a wealth of information that is helpful in performing this significant task. The analysis of this information will give you the chance to identify strengths, weaknesses, opportunities, and threats about your firm.

Performing a complete analysis will allow you to see a radiography of the firm that will be crucial for taking important decisions as a manager, shareholder, etc.

5.1. Horizontal and vertical analysis:

5.1.1. Balance Sheet analysis:

5.1.1.1. Horizontal analysis.

5.1.1.2. Vertical analysis.

5.1.2. Income Statement analysis:

5.1.2.1. Horizontal analysis.

5.1.2.2. Vertical analysis.

5.2. Balance Sheet ratios:

5.2.1. Liquidity ratios:

5.2.1.1. Current ratios.

5.2.1.2. Quick ratio.

5.2.1.3. Cash ratio.

5.2.1.4. Debtor collection period and Creditor Payment period.

5.2.2. Debt ratios:

5.2.2.1. Debt ratio.

5.2.2.2. Quality of debt ratio.

5.2.2.3. Other ratios.

5.2.3. Inventory ratios:

5.2.3.1. Inventory turnover.

5.2.3.2. Days in inventory.

5.2.4. Working Capital Cycle or Cash Conversion Cycle (CCC).

UNIT 6. Financial Statement Analysis (calculations part 2)

12 hours

After dealing with the vertical and horizontal analysis of the balance sheet and the income statement and understanding the calculations and meaning of balance sheet ratios (including liquidity, debt or inventory), now it's time to focus on income statement ratios (profitability, stock valuation).

6.1. Income Statement ratios:

6.1.1. Return On Assets (ROA).

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- 6.1.2. Return On Equity (ROE).
- 6.1.3. Return On Sales (ROS).
- 6.1.4. Interest cost over sales ratio.
- 6.2. Statement of Cash Flow ratio: free cash flow.
- 6.3. Bankruptcy risk ratio: Z ALMAN.
- 6.4. Stock valuation ratios:
 - 6.4.1. Earnings Per Share (EPS):
 - 6.4.1.1. Basic EPS.
 - 6.4.1.2. Diluted EPS.
 - 6.4.2. The price / Earnings Ratio (P/E).
 - 6.4.3. Dividend Yield.
 - 6.4.4. Dividend Cover.

UNIT 7. Financial Statement Analysis (Case Studies)

10 hours

The main goal of this section is to analyze different firms using the techniques learned in the other parts of the course. In order to solve the different exercises it'll be necessary to use different techniques such ratios analysis, horizontal and vertical analysis of the balance sheet and the income statement and also a complete an analysis of the statement of cash flow or notes to financial statements.

- 7.1. Case Study 1: habitat.
- 7.2. Case Study 2: exercise analysing an Income Statement just using the vertical analysis.
- 7.3. Case Study 3: exercise analysing financial statements results.
- 7.4. Case Study 4: Netflix.
- 7.5. Case Study 5: Port Aventura.
- 7.6. Case Study 6: exercise Twitter.
- 7.7. Case Study 7: exercise Asics vs Mizuno.

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Autor



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Titulación

Una vez finalizado el curso el alumno recibirá el diploma que acreditará el haber superado de forma satisfactoria todas las pruebas propuestas en el mismo.

