

Finance for Learning Leaders

Critically Analyze and Report on Corporate Learning Investments



Learn To Apply Critical Financial Analysis To The Business Of Corporate Learning And Significantly Increase Your Credibility With Senior Executives

Cash flow, Internal Rate of Return (IRR), P&L, ROIC and EVA — are financial terms that mean a lot to senior executives. And while Learning leaders have plenty of experience managing department budgets, they often don't have opportunities to learn and apply deeper financial analysis to decisions about programs, or to clearly illustrate the impact learning

programs are having on business performance. The Learning Leader who can analyze financial risk and return, and speak convincingly about the L&D function's affect on organization profitability becomes a valuable asset to the senior team.

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What You Will Learn

Review the learning outcomes and the key takeaways from the course and cohort-based projects.

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Meet Your Instructor

Scott Mumma has more than 25 years experience as a Chief Financial Officer in Learning and Technology companies.

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Enrollment Options

This course is available as an open enrollment or private course. Please see details.

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Scott Mumma

About The Instructor

Scott Mumma has more than 25 years experience in corporate finance and law.

Throughout his tenure as Chief Financial Officer and Board Member for several learning and technology companies, Scott has raised more than \$100 million in financing, managed numerous mergers and directed the sale of several companies, including one to Netscape when it was an Internet market leader.

Investors and analysts at firms like GE Capital and Merrill Lynch routinely praised Scott's ability to simplify complex financial models through easy-to-read, graphical charts and reports, and he helps Learning Leaders master those skills.

Scott holds a Masters Degree in Finance from Exeter in England, and a J.D. Degree from the Dickinson School of Law.

What You Will Learn

After this course, learning executives will become strategic users of accounting and financial data to analyze and articulate the impact and value of corporate learning investments.

Specific modules cover:

- Frameworks and tools interpreting financial statement: **balance sheet, income statement, statement of retained earnings**
- Analyzing and comparing the financial stability of potential future partner
- Understanding the statement of cash flows and tips to help conserve cash
- How to analyze learning metrics that have the greatest impact on the balance sheet
- Understanding the overall economics of the learning function and how they translate to financial statements
- Understanding what factors impact earnings and how learning can have its greatest impact on earnings
- Using a portfolio management process to analyze risks across a complete portfolio of programs and services
- Using Excel to compute important financial ratios
- Tips and tricks for creating charts and models that will wow senior executives and Board members

Course Timeline and Overview

Finance for Learning Leaders is a 6-week cohort-based online course in a new Social Learning environment. Students complete the course at their own pace, reviewing course materials, completing assignments and discussing and collaborating with peers at their own convenience.

Once per week, students convene for 1 hour to hear a lecture and discuss progress

with the instructor. It's also recorded for those who can't make it. The course Instructor also answers questions and adds to Forum discussions between weekly lectures.

The Social Learning environment incorporates blogs, Forums, videos and other tools to create a rich and customized learning experience for each student.



Open Enrollment or Private Courses

Send a Few To An Open Course or Have a Customized Program Just For Your Team

OPEN ENROLLMENT

Our Open Enrollment courses begin the 15th of each month. However, once students are enrolled, they can enter the course environment to get course materials, review videos and monitor course discussions.

Then on the 15th of the month, students are formally introduced to the instructor and classmates, and can begin working on assignments and attending weekly lectures and discussions with the instructor.

OPEN ENROLLMENT FEE

\$395 Per Student (CorpU Members)
\$495 Per Student (Non-member price)
(Includes textbook and materials)

PRIVATE COURSES

If you'd like to have a private course for a large number of learning leaders in your company, we'll create a private environment that's only open your learning leaders.

Assignments can be tailored to work that is specific to your corporate environment, and you can decide how to set up the cohorts that will collaborate on course assignments.

Private courses offer a significant discount on the per student fee.

CUSTOM PRIVATE COURSES

\$5,995 (UP TO 30 STUDENTS)
(Includes textbook and materials)

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Finance for Learning Leaders offers a unique approach to the principles of Finance because it applies them to decisions that routinely confront learning leaders, and then illustrates how those decisions impact the corporate income statement.

The Social Learning environment also allows students to network with learning leaders in other companies and industries to expose the entire class to diverse challenges, and the rich experiences and perspectives of leaders in other organizations.

The program includes lecture, group discussions and case reviews with an emphasis on the strategic challenges faced by learning leaders in today's difficult economic environment.

Beyond understanding how to build and analyze financial models to aid in decision-making, learning leaders are often called on to make presentations on the value of their programs and services.

Learning leaders will learn how best to show financial analysis behind decisions, business cases and the impact of learning on business performance by creating highly effective charts and graphs in Excel and a basic Portfolio Management tool.

While the course focuses on challenges of the Learning Leaders, every member of a Learning & Development team can become a more effective contributor by understanding the financial fundamentals of running the L&D function.

3 Easy Ways To Register

On The Web at:

www.corpu.com/course/finance0809

Through Email At:

registrar@corpu.com

Or By Telephone At:

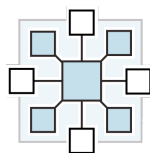
212-213-2828

Varied Payment Options

We'll Invoice You

You Provide a Purchase Order

Or, Use One of The Following Credit Cards:



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