

# Fluent in Finance™

Teach the basics of business acumen with this interactive finance course

Your organization's success rests on the performance of your managers. Great managers make financially sound decisions. They communicate effectively up and down the chain of command, across business units and functional areas. They speak the language of business. They are fluent in finance.

Fluent in Finance™ is a 6- to 8-hour introductory-level course in business finance that combines the convenience and best practices of online delivery with rich, interactive media and business simulations.

## Features

Multimedia-rich case studies frame each chapter and ask learners to solve realistic business problems by applying financial concepts presented in that chapter. Interactive tutorials make financial concepts more concrete and intuitive. A variety of exercises spanning a wide range of business scenarios allow learners to further hone their skills and verify understanding.

## Finance Topics

Fluent in Finance focuses on the financial topics most relevant to business managers. The program has six chapters of rich media tutorials and case studies that learners can access on demand:

### Chapter 1: Welcome to Fluent in Finance

Understand why finance matters

### Chapter 2: Back to Business Basics

Analyze the cost structure of a company

Calculate the breakeven point of investments

### Chapter 3: Reading Financial Statements

Interpret income statements, balance sheets, and cash flow statements

Distinguish between profits and cash flows

### Chapter 4: From Business Idea to Budget

Build cash flow projections for business projects

Understand the cost of capital

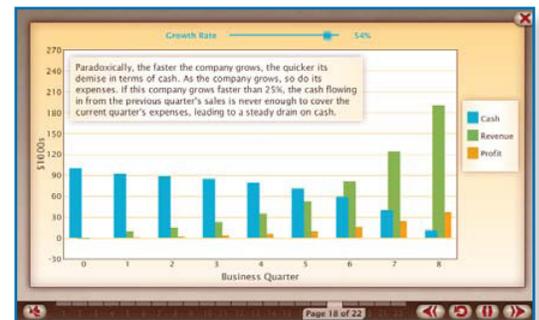
### Chapter 5: Discounted Cash Flow Analysis

Calculate the value of a project using the net present value

Calculate the value of a project using the internal rate of return

### Chapter 6: Conclusion

Turn concepts into concrete next steps



## Learning Goals:

- » Base business decisions on financial criteria
- » Communicate about financial issues effectively with stakeholders and senior management
- » Translate financial data into terms that are meaningful for learners' teams