



**Perspektywy**



## 5. DIGITALIZATION OF BUSINESS FINANCES AND FINANCIAL ANALYTICS

### Program of educational discipline

#### Program budget

<b>№</b>	<b>Indicator</b>	<b>Value</b>
<b>1</b>	Approximate student capacity, persons	200 - 250
<b>2</b>	Total hours	36
<b>3</b>	Lecturers pay per hour, EUR	30
<b>4</b>	Total lecturing cost, EUR	1000
<b>5</b>	Total administrative cost, EUR (15%)	150
<b>6</b>	Total course cost, EUR	1150

**Objectives of the program:** The program is intended for specialists of enterprises and companies who have to work with new digital tools of financial analytics, and for everyone who would like to acquire knowledge in the field of digitization of finances and financial analytics. The program provides a comprehensive understanding of the digital transformation of the company's finances, its technological features; acquaints with various tools of financial analytics in the management of enterprise value and allows you to acquire the skills of optimizing financial operations, financial planning and building a financial strategy for the development of an enterprise under the conditions of digitalization.

## **Program structure:**

### **Topic 1. Digitization of finances: tendencies, problems and trends**

- 1.1. Adaptation of companies to the level of "digitalization of finances"
- 1.2. Transformation of the finance function in the company, skills and competencies of the financier in the digital world

### **Topic 2. Digital technologies and tools in the field of enterprise finance**

- 2.1. Technological features of digitization of the company's finances
- 2.2. Overview of key digital technologies in enterprise finance
- 2.3. The level of readiness to adopt digital tools in the finances of the enterprise
- 2.4. Advantages of the latest digital technologies for the finances of the enterprise

### **Topic 3. Tools of financial analytics in enterprise cost management**

- 3.1. Interpretation of key financial statements.
- 3.2. Diagnostics of key performance indicators of the enterprise.
- 3.3. Efficiency of financial logistics at the enterprise.
- 3.4. Assessment of business activity of the enterprise. Analysis of asset liquidity and solvency of the enterprise.
- 3.5. Assessment of the financial stability of the enterprise. Evaluation of the effectiveness of the use of borrowed financial resources of the enterprise.

3.6. Assessment of the level of financial security of the enterprise (discriminant models, model of modified reporting).

#### **Topic 4. Analysis of shareholder value**

4.1. Total Shareholder Return (TSR). Economic Value Added (EVA).

4.2. Market Value Added (MVA). Equity Value Added (SVA).

#### **Topic 5. Financial planning and "FP&A" analysis**

5.1. Current global trends of FP&A in the enterprise. Beyond budgeting.

5.2. Zero-based budgeting.

5.3. Parametric planning models (Driver-based models).

5.4. Planning based on broad participation (Participatory planning).  
Expanding time horizons of financial analysis (Expanding time horizons).

5.5. Flexible and dynamic planning.

#### **Topic 6. Financial strategies of enterprise development**

6.1. Forecast of the development of FP&A at the enterprise under the influence of digitalization.

6.2. Dominant areas of the company's financial strategy.

6.3. Strategy of formation of financial resources of the enterprise. Strategy for ensuring financial security of the enterprise.

6.4. Investment strategy of the enterprise. Strategy for improving the quality of management of financial activities of the enterprise.

## **Topic 7. Financial policy in terms of dominant areas of strategic financial development**

7.1. Comprehensive assessment of the company's strategic financial position.

7.2. Matrix of possible strategic directions of financial development of the enterprise.

7.3. Basic models of the main target function of the enterprise.

**Duration of the program:** 6 weeks with 6 academic hours of study per week.

**Teaching methods:** interactive videos, practical tests, discussion forums, case methods, work in focus groups, analytical and analytical-calculation tasks, presentations.