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Course Information

Course Title: CFO Guidebook #362423

Number of continuing education credit hours recommended for this course:

In accordance with the standards of the National Registry of CPE Sponsors CPE credits have been granted based on a 50-minute hour.

CPA: 22 (All states)

National Registry of CPE Sponsors ID Number: 107615.

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Florida Division of Certified Public Accountancy: 0004761 (Ethics #0011467)

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Ohio State Board of Accountancy: CPE.51

Pennsylvania Board of Accountancy: PX178025

Texas State Board of Accountancy: 009349

Course Description

The CFO manages the financial structure and oversees the financial performance of an organization, so this is a critical and demanding management position. *The CFO Guidebook* provides the CFO with detailed advice regarding how to be most effective in every aspect of the job. The course covers all parts of the CFO's traditional finance role, including budgeting, fundraising, investments, going public, investor relations and share management. It goes on to address more recent additions to the job, such as strategic planning, risk management, the control environment, and information technology. Given its comprehensive coverage of the CFO position, *The CFO Guidebook* can serve as a reference manual for anyone wanting to become more effective in the position.

Course Content

Publication/Revision date: 7/10/2023.

Author: Steven M. Bragg, CPA.

Final exam (online): One hundred-ten questions (multiple-choice).

Program Delivery Method: NASBA QAS Self-Study (interactive)

Subject Codes/Field of Study

NASBA (CPA): Finance

Course Level, Prerequisites, and Advance Preparation Requirements

Level: Overview

Prerequisites: None

Advance Preparation: None

Instructions for Taking This Course

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- CFP Board and IRS credit hours, if applicable, are reported on Tuesdays and at the end of the month.

Have a question? Call us at 800-588-7039 or email us at contact@bhfe.com.

Learning Assignment & Objectives

- Identify the key responsibilities of the CFO position, and key aspects of CFO relations with the controller and CEO.
- Specify the stages in strategy development, strategy types, and the role of the CFO in strategy.
- Cite the methods for identifying and mitigating risks, especially in regard to foreign exchange risk and interest rate risk.
- Identify the types of controls, when they should be used, and the characteristics of better controls.
- Recognize the characteristics of the cash conversion cycle.
- Identify the strategies under which acquisitions are made, the steps in the due diligence process, the characteristics of a strong acquisition candidate, and the various methods for valuing an acquisition candidate.
- Specify the advantages and disadvantages of budgeting, types of budgets, and how to operate without a budget.
- Itemize the different types of product pricing, and the situations in which they are most useful.
- Identify the methods and concepts used to evaluate capital budgeting proposals, as well as the alternatives to fixed asset acquisition.
- State the methods used to construct and update a cash forecast, as well as the methods employed to concentrate cash for investment purposes.
- Cite the available cash investment strategies and the more common investment instruments.
- Identify the types of debt funding, and associated covenants.
- Specify the types of equity funding, the investor rights associated with these instruments, and the types of investors who may invest in them.
- Identify the main credit rating agencies, the types of credit ratings, and the process for obtaining and appealing a credit rating.
- Specify the processes by which a company can go public or take itself private, and the reasons for going public or private.
- Cite the reasons for being listed on a stock exchange, and the qualifications for listing on the various exchanges.
- Identify the participants in and topics covered by an earnings call, the use of guidance, the topics covered in a road show, and the regulations governing investor relations.
- Identify the major public company reports, key reporting concepts, and the method by which reports are filed with the Securities and Exchange Commission.
- Specify how float can be increased, as well as alternative methods for selling shares.
- State how competitive advantage can be gained from the use of information technology (IT), as well as how to manage risk with IT.

About the Author

Steven Bragg, CPA, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst & Young. He received a master's degree in finance from Bentley College, an MBA from Babson College, and a Bachelor's degree in Economics from the University of Maine. He has been a two-time president of the Colorado Mountain Club, and is an avid alpine skier, mountain biker, and certified master diver. Mr. Bragg resides in Centennial, Colorado. He has written more than 250 books and courses, including *New Controller Guidebook*, *GAAP Guidebook*, and *Payroll Management*.

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Published by AccountingTools, Inc., Centennial, Colorado.

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ISBN-13: 978-1-938910-39-5

Printed in the United States of America

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Preface

The chief financial officer (CFO) occupies the top financial position within a company. In that role, the CFO is responsible for an enormous range of activities, including accounting, fund raising, risk management, acquisitions, and strategic planning. *The CFO Guidebook* is specifically designed to give advice on all of these areas of responsibility – and in detail. In an era where the CFO is expected to be the chief advisor to the chief executive officer, the *Guidebook* can be of considerable assistance in ensuring that a company is financially viable and positioned for long-term growth.

Following an introduction to the CFO position in Chapter 1, we cover in Chapters 2 through 6 several of the more critical functions in which the CFO is heavily involved. These functions include strategic planning, risk management, control systems, performance measurement, and acquisitions. We then move on to a number of financial management topics in Chapters 7 through 11, including budgeting and forecasting, product pricing, cash management, and investment management. The book then shifts to several fund raising topics, with debt funding located in Chapter 12, equity funding in Chapter 13, and the role of credit rating agencies in Chapter 14. Chapters 15 through 19 give a thorough grounding in the concept of the publicly-held company, with discussions of going public, stock exchanges, investor relations, financial reporting, and share management. Finally, Chapter 20 notes a number of information technology issues that may be of interest to the CFO who wants to incorporate IT issues into corporate planning. The chapters include tips and a variety of illustrations.

You can find the answers to many questions that are of interest to the CFO in the following chapters, including:

- What types of strategies can a company pursue?
- What is the process for mitigating risks?
- How can a company operate without a budget?
- How do I construct a cash forecast?
- What are the different strategies for investing excess cash?
- What product pricing strategies are available, and which one should I use?
- What types of debt and equity funding are available?
- How do I calculate the amount to pay for an acquisition?
- What alternatives can be used to take a company public?
- How do I manage relations with the investment community?

The CFO Guidebook is designed for both professionals and students. Professionals can use it as a reference tool for improving their performance as CFOs, while it provides students with an overview of the CFO position. Given its complete coverage of the CFO position, *The CFO Guidebook* may earn a permanent place on your book shelf.

Centennial, Colorado
July 2023