

# FUNDAMENTALS OF FINANCE

For many people, the financial realm is a mysterious one. Terms like “net present value”, “derivatives”, and “retained earnings” might as well be in a foreign language. But all of us - as managers, employees, investors, and citizens - need a rudimentary understanding of how financial markets work and how companies make financial decisions.

This two-day program starts with the basics and demystifies the world of finance. As you learn the fundamentals of financial instruments and examine how financial markets work, you will improve your ability to understand and evaluate a wide range of financial information - and participate more confidently in conversations related to finance.

## Why you should attend:

- Expand your financial vocabulary and communicate more effectively with financial professionals.
- Understand your company’s key financial strategies for raising capital, investing, and budgeting.
- Know how major financial markets work.
- Analyze the implications of financial news for yourself and your company.

## Program highlights:

- Understanding financial assets, instruments, and markets, including:
  - Stocks and stock valuation.
  - The bond market, from prices to interest rates.
  - Derivatives markets, including options and futures.
- Raising capital: debt vs. equity.

## Who should enroll:

This program is ideal for managers who are not financial specialists but want to improve their understanding of financial decision making. It is also valuable for investors or others who want to increase their financial literacy.



## BRUCE WATSON

ECONOMIST AND A TEACHER IN FINANCE  
AND ECONOMICS AT HARVARD EXTENSION  
SCHOOL AND BOSTON UNIVERSITY

Bruce Watson is an economist who specializes in quantitative finance and finance education. Born and raised in Colorado, he studied undergrad economics at the University of Denver, and spent seven years after graduation as a stock index futures analyst and trader. He subsequently did graduate work in economics and finance at the University of Colorado and Harvard. A Teaching Fellow in Harvard College for many years, he now teaches finance and economics at Harvard and Boston University. He also consults for the Harvard Management Company (managers of the Harvard endowment), a large hedge fund, and several Fortune 500 companies. In 2011, Watson received the JoAnne Fussa Distinguished Teaching Award.



Pri. 8. og mið. 9. mars 2016



13:00–17:00



Snemmskráning til og með 9. febrúar  
Verð snemmskráning: 99.900 kr.  
Almennt verð: 119.900 kr.

