



**CAREER CLUSTER**  
Finance

**CAREER PATHWAY**  
Corporate Finance

**INSTRUCTIONAL AREA**  
Professional Development

## **CORPORATE FINANCE EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during the role-play situation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

1. Explain the role and responsibilities of financial management personnel.
2. Describe the role and responsibility of risk management personnel.
3. Discuss the role and responsibility of treasury management personnel.
4. Explain professional designations in the field of business finance.
5. Discuss the relationship between risk management and business finance.

## CASE STUDY SITUATION

You recently graduated with a degree in business from MARCUS UNIVERSITY and are currently enrolled in the Master of Business Administration program as a graduate student. You have been selected by the dean to represent the school at the prestigious Smith's Business Magnet High School to talk to current high school juniors. The presentation will assist with recruitment of students to MARCUS UNIVERSITY.

## YOUR CHALLENGE

The dean has asked you to put together a presentation about the various positions and designations in corporate finance as well as careers. Your presentation of careers is to include the roles and responsibilities of personnel in the financial management, risk management, and treasury management. You have also been asked to put together a chart of all the professional designations that people can achieve as they grow in the field.

Acronym	Designation	Description
CF		
CFA		
CCM		
CTP		
CFM		
CPA		

During the presentation, the dean would like you to include not only an explanation of the responsibilities of each pathway, but an explanation of the following careers in each group:

Financial Management – controllers, finance officers, credit managers, cash managers

Risk Management – risk analyst, risk control supervisor, chief risk officer

Treasury Management – Treasury dealers, chief financial officers and treasury accountants

You will first give your presentation to the dean. The dean may be accompanied by other university officials.

You will receive 2-3 questions from the judge pertaining to the case situation.

## **Solution:**

### **1. Explain the role and responsibilities of financial management personnel.**

Financial managers change normally to technological advances that have significantly reduce the amount of time it takes to produce financial reports. Financial manager's main responsibility is more dependent on data analysis and advise senior managers on ideas to maximize profits. Financial managers also do tasks that are specific to their organization or industry (government, healthcare finance, etc.). Financial managers do the following

- Prepare financial statements, business activity reports and forecast.
- Monitor financial details to ensure that legal requirements are met.
- Supervise employees who do financial reporting and budgeting.
- Review company financial reports and seek ways to reduce costs.
- Analyze market trends to find opportunities for expansion for acquiring other companies.
- Help management make financial decisions.

### **Specific Careers in Finance:**

**Controllers** – Direct the preparation of financial reports that forecast the organizations financial position such as income statements, balance sheets and analyses of future earnings or expenses. Often controllers oversee the accounting, audit and budget departments.

**Finance officers** – Direct their organizations budgets to meet its financial goals. They management the investment of funds and carry out strategies to raise capital (issuance of stocks or bonds). They are very instrumental in financial plans for mergers and acquisitions.

**Credit managers** – Oversee the firm's credit business. They set credit-rating criteria, determine credit ceilings, and monitor the collection of all past due accounts.

**Cash managers** – Monitor and control the flow of cash that comes in and goes out of the company to meet the company's business and investment needs.

### **2. Describe the role and responsibility of risk management personnel.**

Risk management is the process of identifying, measuring and treating property, liability, and income and personnel exposures to loss. The most important goal of risk management is to make sure that the company preserves the physical and human assets of an organization for the successful continuation of operations. The role of Risk Management is as follows:

- Provide a method to identify and analyze the financial impact of loss to the organization, employees, public and environment.
- Examine the use of programs; looking at cost-effective opportunities compared to the cost of commercial insurance.
- Prepare risk management and insurance budgets and allocate all cost to different departments in the company.
- Establish maintenance records to include insurance policies, claim and loss experience.
- Assist in review of major contracts, proposed facilities, and or new program activities; compared to insurance needs.
- Maintain control over the claims process to ensure all claims are being settled quickly and in the best interest of the organization.

**Specific Careers in Risk Management:**

**Risk analyst** - Examine a firm’s investment portfolios to include overseas investment and analyze the risk involved with decisions. They look at potential losses and make recommendations to limit risk through diversification, currency exchanges and other investment strategies.

**Risk control supervisor** – Oversee a team or risk analysts. Develop methods to combat or avoid identified risk and improve current policies.

**Chief risk officer** – Ultimately responsible for risk management operations of the company. They include the integration of risk concepts into strategic planning, and risk identification types of activities.

**3. Discuss the role and responsibility of treasury management personnel.**

Treasury professionals manage money and financial risk in a business. This involves making sure that the business has the capital it needs to manage all of its day to day business obligations. They also develop long term financial strategies and policies. Treasury personnel also:

- Assess the risk of expanding operations which could generate significant revenues.
- Develop financial strategy that supports the business expansion.
- Monitor and assess market conditions and determine how it could impact the business.
- Analyze any potential financial risk to business.

**Specific Careers in Treasury:**

**Treasury dealers** – Work under the leadership of a company chief investment officer or treasurer. They ensure that the organization selects strong short-term investment strategies to take place daily on cash surpluses on securities exchanges.

**Chief Financial Officer** – reports directly to the president/Chief Executive Officer and directly assist the chief operating officer on all strategic and tactical matters that relate to budget management, cost benefit analysis, forecasting needs and the securing of new funding.

**Treasury accountants** – Responsible for corporate liquidity, investments, and risk management related to the company’s financial activities. They forecast cash flow positions, related borrowing needs and look at available funds for investment.

**4. Explain professional designations in the field of business finance (include examination)**

Acronym	Designation	Description
CF	Corporate Finance	Recognizes your achievement in corporate finance (5 years or more in business – minimum experience)
CFA	Chartered Financial Analyst	Self-Study program which demonstrates your fluency of an advanced investment management and analysis curriculum.

CCM	Certified Club Manager	Recognizes your unique skills and abilities of today's club manager. Focus on the financial aspect.
CTP	Certified Treasury Professional	Exam that personnel take that focus on the essentials of treasury management.
CFM	Certified Financial Manager	Finance certification in financial management. The credential is earned through work experience, examination and continuing education.
CPA	Certified Public Accountant	Accountant certification that is designed to ensure a high level of professionalism. This is both a designation and certification process

**5. Discuss the relationship between risk management and business finance.**

Risk management involves accessing and quantifying risk and taking measures to control or reduce them. Business finance is a wide range of activities and disciplines that revolve around the management of money and other valuable assets.



**CORPORATE FINANCE, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
State/Provincial Event 1

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Professional Development

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the role and responsibilities of financial management personnel?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Describe the role and responsibility of risk management personnel?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the role and responsibility of treasury management personnel?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain professional designations in the field of business finance?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Discuss the relationship between risk management and business finance?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						