

**American Management Association's  
AMA's Advanced Financial Forecasting and Modeling Workshop**

***Learning Objectives***

- Use Mainstream Financial Concepts and Terminology
- Describe Fundamental Statistical Methods
- Develop Existing Financial Models in Excel
- View More Advanced Excel Modeling Techniques, Add-Ins
- Create Your Own Model from a Real-Life Example
- Analyze Your Model and Provide Diagnostics
- Identify Uncertainty in the Model and Design Methods to Address It
- Present Your Models to a Broad Management Audience

***Finance Theory as Used in Modeling***

- Apply the Concepts of Modern Finance
- Use Various Interest Rates and Risk Measures in Your Models
- Develop Models That Are Consistent with the Principles of Finance

***Creating Financial Models in Microsoft® Excel***

- Develop a Set of Guidelines for Preparing Financial Models in Microsoft Excel
- Identify Key Tips for Preparing These Models
- Apply the Pyramid Structure to Your Models
- Use Various Microsoft Excel Functions That Will Aid in Developing Models
- Prepare a Basic Model Using These Techniques
- Apply Sensitivity Analysis Tools When Evaluating Model Results

***The Art of Building Models***

- Identify the Key Points Necessary to Build a Model
- Describe the Art in Creating an Effective Model
- Create a New Model Solving a Complex Business Problem

***Model Statistics and Forecasting***

- Calculate Mean and Standard Deviation of a Dataset
- Present Data for Manipulation
- Analyze the Data Using Simple Techniques
- Forecast Financial Data Using Regression Analysis

## *Modeling Risk and Uncertainty*

- Identify Uncertainty as It Exists in the Business World
- Develop Simple Techniques to Handle Uncertainty
- Use Option Pricing Models to Handle Uncertainty