

# Economic Value Added: Maximizing Shareholder Value

The concept of EVA has grown in popularity over the last ten years and is now seen as possibly the only credible and incorruptible basis for advanced financial statement analysis. EVA has the potential to become the major standard for measuring corporate performance replacing the familiar measures of EBIT and EBITDA. EVA reinforces the idea of the ratio of cash flow returns on capital and cash flow volatility (risk) in place of Earnings per Share (EPS) and Beta (risk).

## OBJECTIVES

Upon completion of this course, participants will be able to:

- Learn to acquire new tools for solving financial problems using EVA and Free Cash Flow (FCF)
- Contrast EVA models with traditional models of profitability, cash flow and wealth creation

## HIGHLIGHTS

- Learn to acquire new tools for solving financial problems using EVA and Free Cash Flow (FCF)
- Contrast EVA models with traditional models of profitability, cash flow and wealth creation
- Perform hands-on analyses using PCs and familiar spreadsheet techniques

## DESIGNED FOR

CEOs, CFOs, Controllers, financial managers, operations managers, strategic planners, accounting analysts and auditors



## RECOMMENDED CPE:

4

## PREREQUISITE:

Professional degree or equivalent

## EVENT ID:

EVA4

## COURSE LEVEL:

Basic/Intermediate

## FIELD OF STUDY:

Finance

## BLI CURRICULUM:

Business Management, Technical Expertise

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## VENDOR:

Business Learning Institute, Inc.



For information regarding on-site training, email [aicpalearning@aicpa.org](mailto:aicpalearning@aicpa.org), call **800.634.6780 (Option 1)**, or visit [aicpalearning.org](http://aicpalearning.org).