



# INTRODUCTION TO FINANCE

Sports Tourism Learning Institute

## Course Description

This certificate course focuses on everything you need to know to better understand finance. Income statements, balance sheets, cash flow, accounting methods, proformas, and more. This course is designed for anyone who has ever wanted a clearer understanding of the core components of finance, applicable to any industry. Elevate your knowledge of this key business area through this 5-session course, breaking down principles of finance in an understandable and unimimidating way.

## STLI Certificate Playbook Course

**STS Credits:** 4

**Format:** Online, Self-Paced

**Length:** 5 sessions - approx. 4 total hours

**Sports ETA Member Price:** \$399

**Non-Sports ETA Member Price:** \$499

## Meet the Industry Expert Leading this Course



**Greg Pepitone**, Senior Economist, Tourism Economics

Greg is a Senior Economist at Tourism Economics with over 12 years of experience providing strategic advisory services to clients in the tourism, sports, and convention industries. He focuses in the areas of economic and fiscal impact assessment, market viability and strategy, business planning and analysis, and facility and other capital project planning.



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## Course Learning Outcomes

After completing this course, you will be able to:

- Define the roles of a financial manager in various types of firms and non-profits.
- Distinguish between the three major financial statements and use them effectively after publication.
- Analyze firm financial performance by evaluating all essential components of the firm's financial statements.
- Develop a proforma through capital budgeting.
- Evaluate capital investments to make educated investment decisions.

## Course Content

This is a fully online, self-paced course consisting of five sessions. Each course session includes informative video lectures with interactive questions throughout. This course takes approximately four hours to complete.

### Session 1

#### Course Overview and Intro to Finance

In this session, learners will gain an understanding of the types of firms and non-profits and the role of the finance manager, no matter who is in your organization or organization size.

### Session 2

#### Intro to Financial Statements

In this session, learners will dive into the use of financial statements and when they are published. Learners will also explore the balance sheet.

### Session 3

#### Financial Statements Continued

In this session, learners will explore the income statement, statement of cash flows, accounting practices, and cost accounting. Students will also become familiar with financial statement analysis. • Students will use financial statements to analyze firm performance.



## Session 4

### Capital Budgeting

In this session, learners will become familiar with cash flows and proforma development elements.

## Session 5

### Investment Decision Rules

In this session, learners will use net present value, payback period, internal rate of return, and the profitability index to evaluate investment opportunities.

## Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#).

Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

## Questions?

If at any time you have questions about this course or any of our other courses, please contact us at [info@sportseta.org](mailto:info@sportseta.org). Because this course is self-paced, please do not try to contact the course content providers (instructors) with your questions.

If you need technical help with the course, please email us at [support@sportseta.org](mailto:support@sportseta.org).

