

# Capital Budgeting

## Generate Maximum Return



Effective leaders make investment decisions that allocate limited capital resources to achieve organizational goal, while minimizing risk. Great leaders stand out not because they have access to particularly rich information, but because they seek the most useful information and accurately evaluate both the risk and potential return. Capital budgeting is a key strategic skillset that leaders must possess to ensure that capital resources are strategically implemented to generate maximum return. This course aims to equip business leaders with the terminology, skillset, and the strategic mindset required to navigate a complex business environment, evaluate competing investment options, execute budgeting decisions that achieve goals, and effectively communicate their decisions and impact.

## FACULTY

Ge Bai, PhD, CPA is an associate professor of Accounting at the Johns Hopkins Carey Business School and an associate professor of Health Policy & Management at the Johns Hopkins Bloomberg School of Public Health. She is an expert on health care reimbursement, cost management, and pharmaceutical supply chain. Dr. Bai has published in leading academic journals such as the New England Journal of Medicine, JAMA, JAMA Internal Medicine, Annals of Internal Medicine, Health Affairs, Decision Sciences, Accounting Horizons, and Journal of Business Ethics. Her work has been widely featured in Atlantic, CBS, CNN, Forbes, Fox News, Los Angeles Times, NBC, New York Times, NPR, The Guardian, U.S. News & World Report, Washington Post, and other media and used as testimony before the Congress.



## WHO SHOULD ATTEND

Professionals of any level, and in any function, who make spending decisions and budget allocation determinations and who need to understand how risk and return affect internal financial management decisions.

## TUITION

**\$3,800** for the 3-day course

**20% discount** to JHU and JHHS employees \$3,040

**JHU employees may use tuition remission** for the seminar

## LOCATION

**Locations may vary. Please check the registration details and your email for location.**

# Capital Budgeting

## Course Agenda

### DAY 1

8:30AM-9:00AM

9:00AM-12:00PM  
*(Including a Coffee Break)*

**MORNING SESSION: Forecast Cost (Part I): Understanding Cost**

- Cost Behavior
- Cost Volume Profit Analysis

12:00PM-1:00PM

LUNCH AND AFTERNOON PREPARATION

1:00PM-4:00PM  
*(Including a Coffee Break)*

**AFTERNOON SESSION: Forecast Cost (Part II): Activity-based Costing**

- Traditional ABC
- Time-Driven ABC

### DAY 2

8:30AM-9:00AM

BREAKFAST

9:00AM-12:00PM  
*(Including a Coffee Break)*

**MORNING SESSION: Speak the Capital Budgeting Language (Part I): Time Value of Money**

- Discounted Cash Flow
- Net Present Value

12:00PM-1:00PM

LUNCH AND AFTERNOON PREPARATION

1:00PM-4:00PM  
*(Including a Coffee Break)*

**AFTERNOON SESSION: Speak the Capital Budgeting Language (Part II): Techniques**

- Payback Period
- Internal Rate of Return

### DAY 3

8:30AM-9:00AM

BREAKFAST

9:00AM-12:00PM  
*(Including a Coffee Break)*

**MORNING SESSION: Make Investment Decisions Scientifically and Intuitively (Part I): Tools**

- Cost-Benefit Analysis
- Relative Information

12:00PM-1:00PM

LUNCH AND AFTERNOON PREPARATION

1:00PM-4:00PM  
*(Including a Coffee Break)*

**AFTERNOON SESSION: Make Investment Decisions Scientifically and Intuitively (Part II): Your Story**

- Review Concepts
- Reciprocal Learning