



ASSOCIATION FOR  
FINANCIAL  
PROFESSIONALS

# 3 Stories on Bringing Certs to the Classroom

University of Arizona, Global Campus

Continental States University

Association for Financial Professionals

# AFP Membership

---



# Certification

---



# AFP Events

---



# AFP Learn

---



Live Virtual Courses



Self-Paced Courses



Webinars





**Bini Dawit, CFA, CTP, FPAC**  
Director, Global Solutions  
Association for Financial  
Professionals

[bdawit@afponline.org](mailto:bdawit@afponline.org)



**Dr. Maja Zelihic**  
Dean, Forbes School of  
Business and Technology  
University of Arizona Global  
Campus



**Ricky Madison, PharmD**  
President & CEO  
Continental States University



**Bryan Lapidus, FPAC**  
Director, FP&A Practice  
AFP

Relationship lead to Indiana  
University, Kelley School of  
Business

[blapidus@afponline.org](mailto:blapidus@afponline.org)

# Agenda

The value of  
education - industry  
partnerships

How are you bringing  
certifications to the  
classroom?  
(Administratively and academically)

Audience Q&A

# Additional resources:



University Partners Program



[www.AFPonline.org](http://www.AFPonline.org)



# Additional resources:

## Association for Financial Professionals



### Our Mission

AFP is a non-profit organization with a mission to drive the future of finance and treasury, and to develop the leaders of tomorrow through certification, training, and the premier event for treasury and finance.



**CERTIFIED TREASURY PROFESSIONAL**  
Sponsored by AFP

### Our Certifications

- Sponsor of the Certified Treasury Professional (CTP) which has been earned by more than 36,000 individuals in 78 countries since 1986.
- Sponsor of the Certified Corporate FP&A Professional (FPAC), which has 4,000 candidates from 88 countries since 2014.



**CERTIFIED CORPORATE FINANCIAL PLANNING & ANALYSIS PROFESSIONAL**  
Sponsored by AFP

### Our Community

- 40,000 treasury and finance professionals across the globe.
- Member companies like Allstate Insurance Company, Amazon, Deloitte Consulting, FedEx Corporation, General Mills, Google, NBA, Schneider Electric, Shell, Target Corporation, Thermo Fisher Scientific, Verizon Communications.
- Job roles spanning the profession from analyst to CFO.



University Partners Program

### Our Resources for You and Your Students

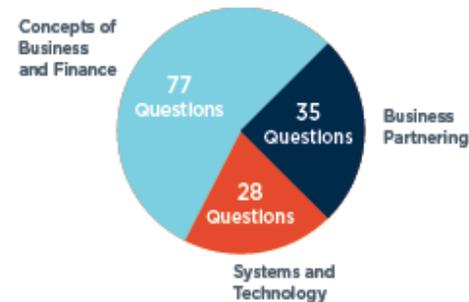
- AFP On the Rise Newsletter
- AFP 2023 Student and Early Career Professional Grant
- AFP Career Hub and Job Board
- Unbiased articles, guides and research with advice and tips on growing a career in FP&A.



## FPAC Exam Overview

### Part I: Financial Acumen

140 questions | Multiple Choice  
2.5 testing hours



### CONCEPTS INCLUDE:

- > Value-at-Risk
- > Growth Share Matrix
- > SWOT
- > Hedging
- > Cost of Capital
- > Rolling Forecasts
- > Financial Reporting
- > FP&A Project Management
- > Fixed & Variable Cost
- > Zero Based Budgets
- > Data Mining
- > Information Gathering
- > Financial Functions

### Part II: Financial Analysis and Business Support

55 questions | Task-Based Simulations and Scenario Analysis Problems  
4 testing hours



### CONCEPTS INCLUDE:

- > Building & Refining Financial Models
- > Model Consistency Testing
- > Variance/Ratio/Competitive Analysis
- > Cash Flow
- > Investment & Sensitivity Analysis
- > Financial Ratios
- > Ratio Analysis
- > Data Visualization
- > Revenue Projections
- > ROI
- > NPV
- > Macros
- > Pivot Tables
- > X, V and H Lookups
- > Regression Expected Value
- > Standard Deviation