STRATEGIC FINANCIAL ANALYSIS FOR BUSINESS EVALUATION

Program Objectives
Strategic Financial Analysis For Business Evaluation is designed to make financial analysis and valuation more relevant for key decision-makers. You’ll walk away from the program armed with a value-creating framework for benchmarking, evaluating growth, and shifting strategy as the competitive context evolves. Your time in the program will prepare you to make critical financial decisions that drive organizational performance and create shareholder value.

Curriculum
Engaged in interactive lectures, relevant case studies, and small group discussions, you’ll progress through a four-part curriculum. Key topics include:

Business Strategy Analysis
• Use the principles of financial analysis to evaluate alternative business strategies
• Explore success factors and potential risks that will affect business performance

Accounting Analysis
• Understand how accounting, auditing, and management controls affect organizational success
• Judge how effectively a firm’s financial statements reflect its business and strategy

Financial Analysis
• Evaluate the effectiveness of a company’s strategy and management
• Develop key metrics for assessing and benchmarking firm performance

Prospective Analysis
• Make sound financial forecasts that reflect a company’s strategy and competitive positioning, as well as its historical operating, financing, and investing performance
• Create a powerful framework and apply analytical tools to value for-profit companies

Once you master the key steps for analyzing and valuing a business, you can apply them in a variety of contexts, such as executing major strategic change, responding to activist investors, or assessing corporate restructuring and spin-off options.

Participant Mix
This program is designed for professionals who rely on financial information to make business decisions, are responsible for communicating their company’s economics, or who are involved in financial planning, business development, restructuring, or M&A activities. Participant titles may include CEO/COO/President, CFO/Controller, General Manager, Vice President, Executive Director, Audit committee member, Investment Analyst, Investment Manager, or Investment banker. When senior leaders attend with team members who will be implementing the framework and performing the analysis and valuation, the return on investment is multiplied. For example, a CEO might attend with direct reports or a lead analyst with two or three team members.

Anticipated Faculty
Paul M. Healy (faculty cochair), Suraj Srinivasan (faculty cochair), and Charles C.Y. Wang
WHY HARVARD BUSINESS SCHOOL?
This is where world leaders convene. At Harvard Business School, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face your company today.

The Case Method, pioneered by Harvard Business School, is a proven tool for expanding your leadership capability and expertise. No other program puts you face to face with the faculty who wrote the cases and experienced the outcomes.

Our Global Curriculum integrates the best practices and cultural insights of the world’s top businesses. You will return with the latest strategies for achieving your company’s goals—and your career objectives.

A Diverse Group of Accomplished Peers will share their unique perspectives and life experiences. You will leave with a business network that spans functions, industries, and the globe.

Full-Time Harvard Business School Faculty members teach every course. Drawing on proven business expertise and field-based research, they will engage you in an unparalleled learning experience.

Admissions
Application Process—Please visit www.exed.hbs.edu for complete admission requirements and to apply online. The Admissions Committee meets monthly and admits qualified candidates on a rolling, space-available basis. Early application is strongly encouraged.

Admission Requirements—Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply. Executive Education programs enhance the leadership capacity of the managers enrolled as well as their organizations, and HBS expects full commitment from both.

Program Fee—The program fee covers tuition, books, case materials, accommodations, and most meals. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

Connect With Us
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