3/15/23: MAXIMIZING VALUE WITH THE RIGHT TRANSACTION, PT 1
- INDUSTRY ANALYSIS & HISTORICAL PERSPECTIVE
- WINNING NEW BUSINESS BY BUILDING RELATIONSHIPS

3/21/23: MAXIMIZING VALUE WITH THE RIGHT TRANSACTION, PT 2
- SHAREHOLDER VALUE MAXIMIZATION STUDY
- CASE STUDY INTRODUCTION

3/22/23: CREATING & PROTECTING VALUE THROUGH FINANCIAL ANALYSIS, PT 1
- QUALITY OF EARNINGS
- WORKING CAPITAL

3/28/23: CREATING & PROTECTING VALUE THROUGH FINANCIAL ANALYSIS, PT 2
- INTERPERETINGFINANCIAL STATEMENTS
- UNDERSTANDING CASH FLOW

3/29/23: CREATING & PROTECTING VALUE THROUGH FINANCIAL ANALYSIS, PT3
- PREPARING FINANCIAL PROJECTIONS
- M&A TAX CONSIDERATIONS

4/4/23: TRANSACTION VALUATION, PT 1
- EXAMINING VALUE DRIVERS

4/5/23: TRANSACTION VALUATION, PT 2
- VALUATION METHODS
- CASE STUDY

4/11/23: THE M&A PROCESS
- MANAGING THE SALE
- M&A PROCESS, MULTIPLE APPROACHES TO SALE
- AUCTION PROCESS & ESOP

4/12/23: VALUATION SOLUTION, DEAL STRUCTURING, PT 1
- GHOST MOUNTAIN SOLUTION
- DEAL STRUCTURE
- LOI

4/18/23: DEAL STRUCTURING & DOCUMENTATION, PT 2
- PURCHASE AGREEMENTS
- PROCESS & LEGAL ISSUES - GENERAL DISCUSSION
- APPLYING VALUATION METHODS

4/19/23: DEAL NEGOTIATION
- A NEW FRAMEWORK
- NEGOTIATION SKILLS, STYLES, & STORIES

REGISTRATION & FEES

$2950

DISCOUNTED REGISTRATION IS AVAILABLE FOR MULTIPLE PARTICIPANTS FROM SAME COMPANY

TO REGISTER

COLES.KENNESAW.EDU/EXECUTIVE-EDUCATION

470-578-6050

QUESTIONS?

EMAIL JEN RENSHAW, DIRECTOR OF EXECUTIVE EDUCATION
JRENSHA2@KENNESAW.EDU

BRENDA LUTHER, PROGRAM SPECIALIST
(BLUTHER@KENNESAW.EDU

TOPICS ARE SUBJECT TO CHANGE

MICHAEL J. COLES COLLEGE OF BUSINESS
EXECUTIVE EDUCATION

IN PARTNERSHIP WITH
M&A SOURCE

CERTIFIED MERGERS & ACQUISITIONS PROFESSIONAL PROGRAM

BEGINS MARCH 15, 2023

SYNCHRONOUS ONLINE

LED BY LARRY STEVENS, PWC PARTNER (RETIRED), CPA