DANIELS
EXECUTIVE
EDUCATION

STRATEGIC FINANCE

UNIVERSITY of DENVER
DANIELS COLLEGE OF BUSINESS
Executive Education

Strategic Finance

AN EXECUTIVE EDUCATION WORKSHOP

Today's leading organizations require executives to use rigorous financial analysis in order to make strategic decisions that affect growth, profitability and competitive market advantage.

Strategic Finance is a three-day multidimensional workshop that uses real simulations and an acquisition case study to map the connections between business strategy, finance and enterprise value creation.

The goal of the course is to make you a more intelligent user of strategy and finance. It will enable you to ask better questions and to make better decisions. You will become a more sophisticated manager, particularly when focusing on the interplay and interdependence of strategy, finance, and management.

ACCELERATING POTENTIAL & PERFORMANCE

COURSE INFORMATION

FACULTY

Ron Rizzuto is an award-winning Professor of Finance in the Daniels College of Business at the University of Denver and an Endowed Professor in International Executive Education. He teaches courses in capital expenditure analysis, mergers and acquisitions, corporate restructuring and strategic finance. He has received the University of Denver's Distinguished Teaching Award and the College of Business's Cecil Puckett Teaching award.

Randel Lewis is an award-winning adjunct professor at the Daniels College of Business, University of Denver, teaching the graduate level course in strategy and finance. He is also a guest lecturer at the Sturm College of Law, University of Denver. Lewis serves as a mediator, expert witness and court-appointed fiduciary for distressed business.

WORKSHOP BENEFITS

- **Evaluate** whether business strategy is focused on enterprise value creation and if it is supported by the company's financial structure. Determine how value creation can be measured through the use of cash flow based metrics like EVA and CFROI; learn the limitations of traditional accounting based metrics.
- **Develop** a comprehensive understanding of the evolution of traditional strategic planning to modern strategic thinking, the role of finance strategy, strategic bets and valuation of strategic options.
- **Apply** strategy and finance tools in an acquisition case study, with a strong focus on the strategic benefits of the acquisition, evaluation of the 'strategic bets', valuation, post-acquisition integration, and value creation for shareholders.

WHO SHOULD ATTEND?

This advanced finance program is for division and general managers as well as senior level operations and finance professionals who want to better integrate financial analysis with the strategy and management of their organization.

PROGRAM DATES, FEES, & REGISTRATION:

daniels.du.edu/executive-education/workshops/strategic-finance/

WHAT OUR STUDENTS ARE SAYING

"I've taken several professional development courses post the completion of my masters, and this has been my favorite so far. Ron and Randy have a wonderful, engaging speaking style and rapport. They were both so generous with their time and energy, making themselves available to us post the course."

"I really enjoyed this course. It was the perfect 'taster' I was looking for in strategic finance and has helped me to better understand these metrics and strategies. The instructors were very knowledgeable and make a great teaching team. Thank you for a great experience."

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STRATEGIC FINANCE

SAMPLE WORKSHOP AGENDA

Day 1

9:00 am - 10:15 am	Introductions What is Strategic Finance?
10:15 am - 10:45 am	*Break*
10:45 am - 12:15 pm	Metrics for performance ▶ Understanding and methods for measuring value ▶ Metrics applied
12:15 pm - 1:15 pm	*Lunch*
1:15 pm - 2:15 pm	Integrating Finance into Strategy
2:15 pm - 2:45 pm	*Break*
2:45 pm - 3:45 pm	Internal investments and acquisitions
3:45 pm - 4:00 pm	Plan for day 2 Introduction to case

Day 2

9:00 am - 10:15 am	Reflection and discussion of prior week's materials Business investment decisions (continued)
10:15 am - 10:45 am	*Break*
10:45 am - 12:15 pm	Corporate Finance Strategy
12:15 pm - 1:15 pm	*Lunch*
1:15 pm - 2:15 pm	Acquisition case ▶ Part I (60 mins - work in teams to discuss strategy, finance, and strategic bets)
2:15 pm - 2:45 pm	*Break*
2:45 pm - 4:00 pm	Case discussion, Plan for Day 3

Day 3

9:00 am - 10:15 am	Reflection and discussion of prior week's materials Improving the odds - presentation
10:15 am - 10:45 am	*Break*
10:45 am - 12:15 pm	Valuation Discussion Revisit Monmouth case
12:15 pm - 1:15 pm	*Lunch*
1:15 pm - 2:15 pm	Case debrief (pt. 2)
2:15 pm - 2:45 pm	*Break*
2:45 pm - 4:00 pm	Improving the odds - tying it all together Course wrap-up

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