

**MICHAEL J. COLES COLLEGE OF BUSINESS
EXECUTIVE EDUCATION**

IN PARTNERSHIP WITH
M&A SOURCE

CERTIFIED MERGERS & ACQUISITIONS PROFESSIONAL PROGRAM

BEGINS OCTOBER 1, 2024

SYNCHRONOUS ONLINE
NOON - 3:30P EASTERN

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



10/1/24: MAXIMIZING VALUE WITH THE RIGHT TRANSACTION

- INDUSTRY ANALYSIS & HISTORICAL PERSPECTIVE
- WINNING NEW BUSINESS BY BUILDING RELATIONSHIPS
- SHAREHOLDER VALUE MAXIMIZATION STUDY

10/2/24: CREATING & PROTECTING VALUE THROUGH FINANCIAL ANALYSIS, PT 1

- QUALITY OF EARNINGS
- WORKING CAPITAL

10/8/24: CREATING & PROTECTING VALUE THROUGH FINANCIAL ANALYSIS, PT 2

- INTERPERETING FINANCIAL STATEMENTS
- UNDERSTANDING CASH FLOW

10/9/24: CREATING & PROTECTING VALUE THROUGH FINANCIAL ANALYSIS, PT 3

- PREPARING FINANCIAL PROJECTIONS
- M&A TAX CONSIDERATIONS

10/15/24: THE M&A PROCESS

- MANAGING THE SALE
- M&A PROCESS, MULTIPLE APPROACHES TO SALE
- AUCTION PROCESS & ESOP

10/16/24: ESOP IN DETAIL & DEAL NEGOTIATION

- ESOP IN DETAIL
- NEGOTIATION SKILLS & STYLES

NO SESSIONS OCTOBER 22 -23 DUE TO M&A SOURCE CONFERENCE

10/29/24: TRANSACTION VALUATION, PT 1

- EXAMINING VALUE DRIVERS

10/30/24: TRANSACTION VALUATION, PT 2

- VALUATION METHODS
- DCF CASE STUDY

11/5/24: DEAL STRUCTURING & DOCUMENTATION

- LEGAL ISSUES
- DEAL STRUCTURE
- LOI & PURCHASE AGREEMENTS

11/6/24: APPLYING VALUATION CONCEPTS & DEAL STORIES

- GHOST CANYON CASE - VALUATION
- APPLYING VALUATION CONCEPTS
- SELLERS PANEL

REGISTRATION & FEES

\$2950

DISCOUNTED REGISTRATION IS AVAILABLE FOR MULTIPLE PARTICIPANTS FROM SAME COMPANY

TO REGISTER

[COLES.KENNESAW.EDU/EXECUTIVE-EDUCATION](https://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