

**3/19/24: MAXIMIZING VALUE WITH THE RIGHT TRANSACTION**

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

**3/20/24: CREATING & PROTECTING VALUE THROUGH FINANCIAL ANALYSIS, PT 1**

- QUALITY OF EARNINGS
- WORKING CAPITAL

**3/26/24: CREATING & PROTECTING VALUE THROUGH FINANCIAL ANALYSIS, PT 2**

- INTERPERETING FINANCIAL STATEMENTS
- UNDERSTANDING CASH FLOW

**3/27/24: CREATING & PROTECTING VALUE THROUGH FINANCIAL ANALYSIS, PT 3**

- PREPARING FINANCIAL PROJECTIONS
- M&A TAX CONSIDERATIONS

**4/2/24: TRANSACTION VALUATION, PT 1**

- EXAMINING VALUE DRIVERS

**4/3/24: TRANSACTION VALUATION, PT 2**

- VALUATION METHODS
- DCF CASE STUDY

**4/9/24: THE M&A PROCESS**

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

**4/10/24: VALUATION AND DEAL FINANCE**

- GHOST MOUNTAIN SOLUTION
- APPLYING VALUATION CONCEPTS
- ANATOMY OF DEAL FINANCE

**4/16/24: DEAL STRUCTURING & DOCUMENTATION**

- LEGAL ISSUES - GENERAL DISCUSSION
- DEAL STRUCTURE
- LOIS
- PURCHASE AGREEMENTS

**4/17/24: DEAL NEGOTIATION**

- NEGOTIATION SKILLS & STYLES
- GHOST MOUNTAIN NEGOTIATION EXERCISE
- 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?

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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 19, 2024**

SYNCHRONOUS ONLINE  
NOON - 3:30P EASTERN

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

