Fine Tune Your Financial Skills

Essentials of Finance and Accounting  March 2-5, 2020
Financial Skills for the Energy Industry March 30- April 2, 2020

GET THE INSIGHTS THAT FUEL SUCCESS
In This Session

Overview of SMU Cox & Executive Education

Course Introduction:

- Essentials of Finance and Accounting
- Financial Skills for the Energy Industry

Registration Process

Key Contacts
The SMU Cox

ADVANTAGE

World-Renowned Faculty
Nationally Ranked Degree Programs
First-Class Executive and Leadership Programs
Partnership with the George W. Bush Presidential Library
Located in the Heart of Dallas
Ally for Lifelong Learning
What We Bring
Over Four Decades
Hundred of Organizations
Thousands of Future Leaders

How We Deliver For You
• We are passionate about people.
• We believe in lifelong learning.
• We actively engage with the business community.
• We have local roots and global reach.
Why is Business Acumen a necessary skill?

To ascend in an organization, you need to speak a new language.
Why are we here?

As one rises in the organization, one increasingly becomes a generalist:
The Need for a New Language

Top Mgmt: 10% technical, 90% financial
Middle Mgmt: 50% technical, 50% financial
Lower Mgmt: 10% financial, 90% technical
Why is this program important for managers?
What makes the program unique?
Leading SMU faculty, department chairs in accounting and finance and top industry researchers are your instructors.
Why does the Energy Industry face such unique challenges?

*The industry is complex, large scale and volatile.*
What are you supposed to manage?

- It used to be:
  - How much oil and gas did you produce?
  - How many reserves did you find?

- Now it is also about:
  - How many profits are you earning?
  - How high is our cash flow?
  - What about the price of the stock?
  - What about the debt rating?
  - What’s the ROI?
  - Are we creating value?
Our Goals

- It is obviously not possible to become an expert in financial issues in 3 ½ days...

- But, it is possible to learn the basic concepts and to understand how operational decisions fit in the bigger, financial, picture

- In this seminar, we will attempt to improve your financial acumen, enhance your skills, and improve your ability to see big picture financial relations

- Your finance colleagues should no longer be able to ignore you...
Program Overview & Background

What inspired you to develop this course?
What makes the program unique?
Introduce the faculty who will lead topical areas?

- Dr. Mike Vetsuypens
  Professor of Finance
  Academic Director

- Dr. Amar Gande
  Associate Professor of Finance

- Dr. Hemang Desai
  Professor
  Robert B. Cullum Professor of Accounting
  Department Chair

- Dr. Kumar Venkataraman
  Professor
  Maguire Chair in Energy Management
  Academic Director, Maguire Energy Institute & Kyle Miller Energy Program

- Dr. Mike Davis
  Clinical Professor
  Business Economics
Who Should Apply?

- Managers at all levels who work in financial areas
- Technical managers with profit/loss or budget responsibilities
- Individuals targeted for promotion
- Anyone seeking a better understanding of basic finance and accounting
- Mid to senior level managers in the Energy Industry
- Energy managers wishing to sharpen their skills, broaden their base of knowledge and relate their functional skills to a broader, general management context.
Additional Questions?  
Connect with Us.

Open Forum Q&A

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We Invite You to Join Us

$250 Tuition Grant when you REGISTER by 11/22!

Unique Offer Code WEBINAR

SMU | COX
School of Business
### Explore Our Upcoming Programs

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