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
SMU Cox: Our Approach to Executive Education

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.

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

James (Jim) Linck
Ph.D., C.F.A., C.P.A., Distinguished Chair and Professor in Finance, former corporate M&A practitioner

Dr. Gauri Bhat
Assistant Professor of Accounting
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 Structure

Financial Strategy

Managing Energy Risks

Accounting acumen: What financial statements mean

The Broader Environment: Energy Markets

Corporate Finance and Project Evaluation

Financial & Business Acumen
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 today!

Unique Offer Code

WEBINAR

SMU | COX
EXECUTIVE EDUCATION

SMU | COX
SCHOOL OF BUSINESS
## Explore Our Upcoming Programs

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