

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



SMU | COX

EXECUTIVE EDUCATION



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.

Essentials of Finance and Accounting

Q&A with Dr. Hemang Desai

Q

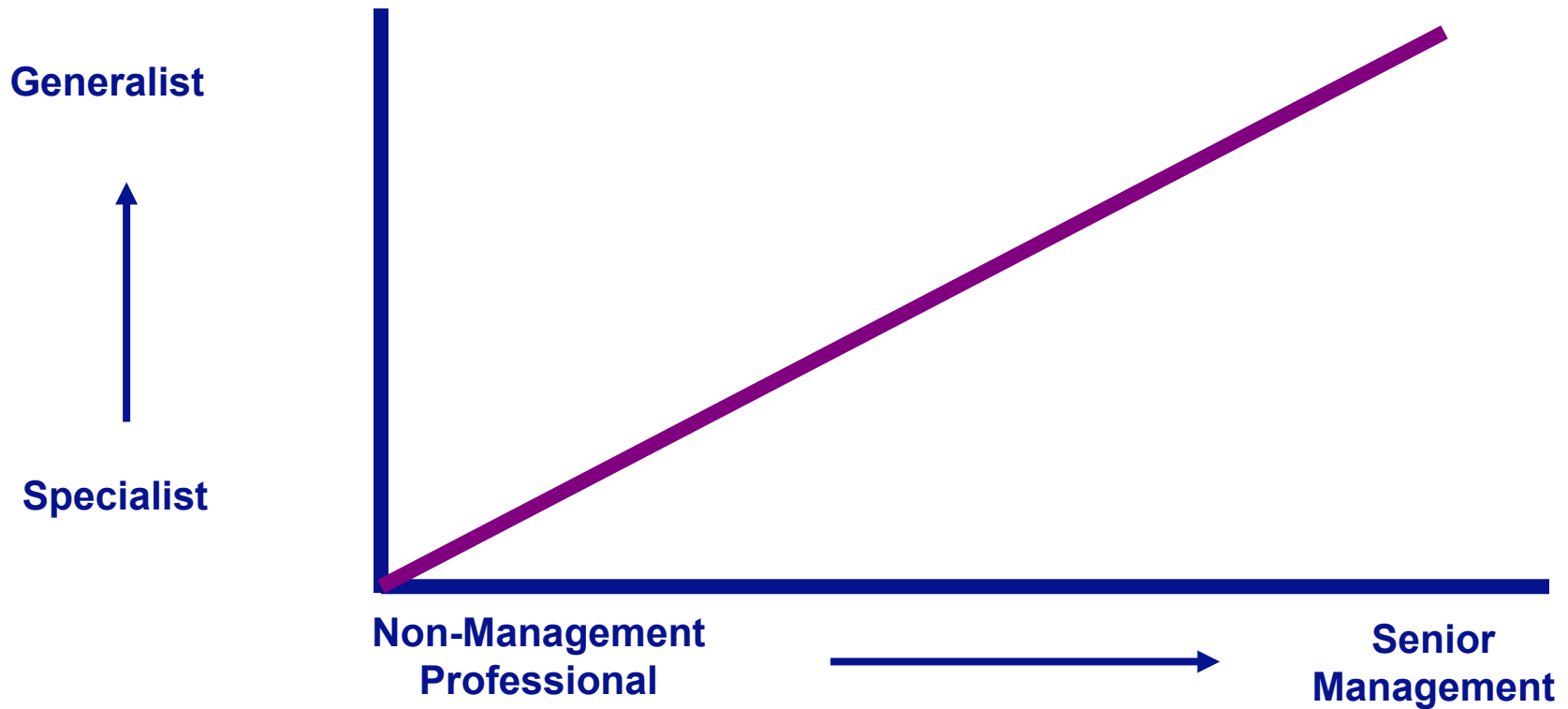
Why is Business Acumen a necessary skill?

To ascend in an organization, you need to speak a new language.

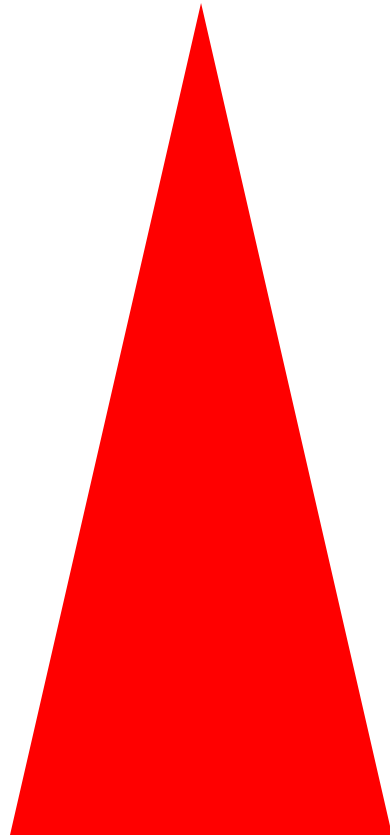
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Why are we here?

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

Program Overview & Background



**Why is this program important for managers?
What makes the program unique?**

SMU Expert Faculty

Q

Who can we expect to teach in the program?

Leading SMU faculty, department chairs in accounting and finance and top industry researchers are your instructors.

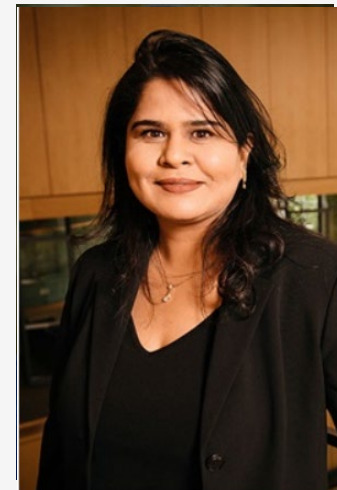
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Dr. Hemang Desai
Professor
Robert B. Cullum
Professor of
Accounting
Department Chair



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

Financial Skills for the Energy Industry

Q&A with Dr. Mike Vetsuypens



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Why does the Energy Industry face such unique challenges?



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The industry is complex, large scale and volatile.

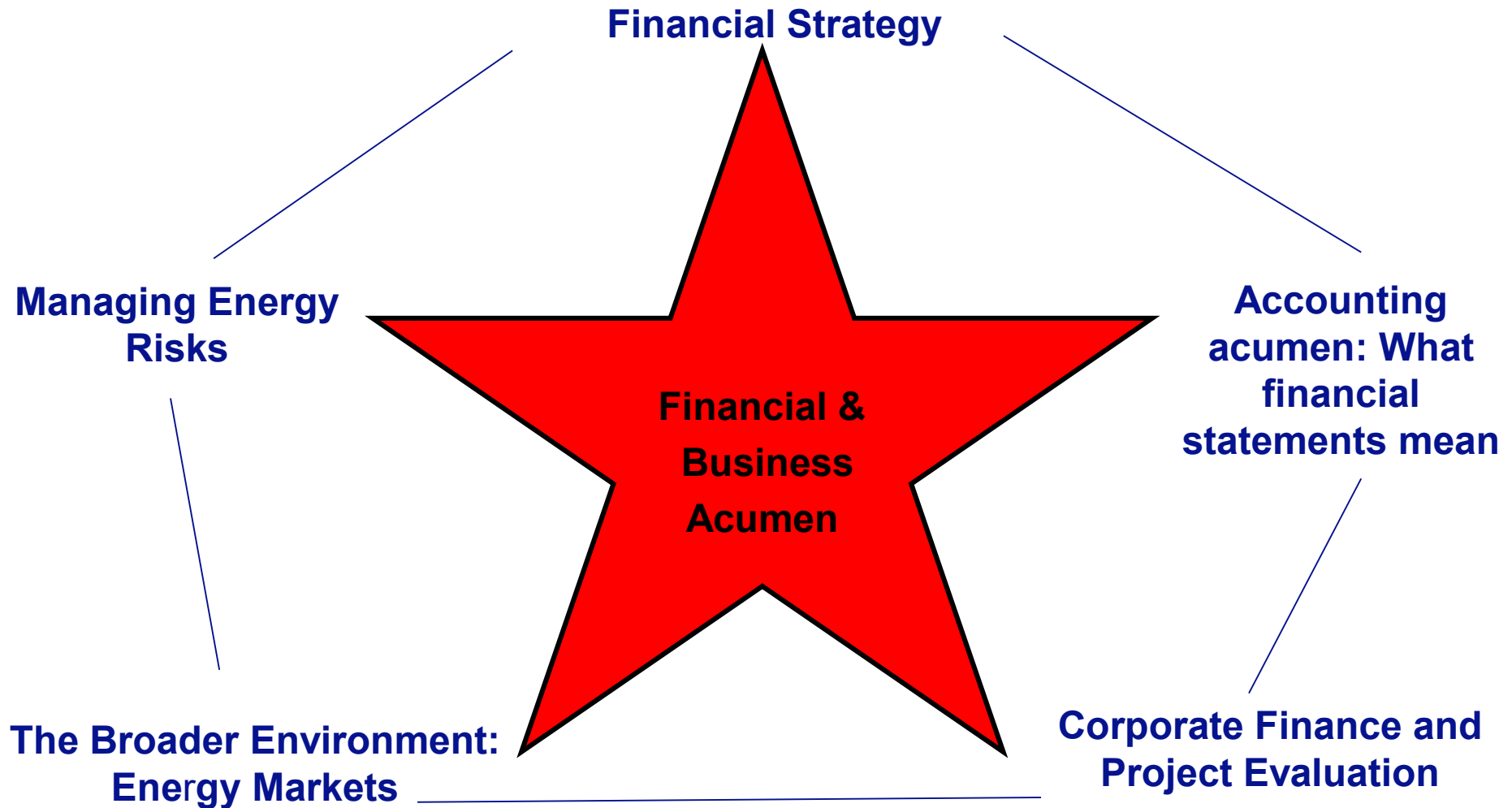
What are you supposed to manage?

- ▶ 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



Program Overview & Background



What inspired you to develop this course?
What makes the program unique?

Expert SMU Cox Faculty

Q

A

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



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SCHOOL OF BUSINESS

Explore Our Upcoming Programs

February 2020	2/3: Corporate Executive Development Program 2/11: Transformational Leadership 2/18: Aspiring Manager 2/26: Ethics and Compliance
March 2020	3/2: Essentials of Finance and Accounting 3/17: Master Negotiation 3/24: Digital Strategy 3/30: Financial Skills for the Energy Industry
April 2020	4/1: Leading Organization Change: A Simulation 4/6: Rising Latino Leaders 4/20: Merger and Acquisitions 4/28: Cox Leadership Academy
Year- Round	Custom Programs designed in collaboration with companies specifically to meet the needs of their business objectives.