



**Venture
Alliance**

develop the best
strategy

create the greatest
synergy

arrive at and sustain
success

Executive Development Program

Financial Strategies For Non-Financial Managers

Course I

Strategic Business Evaluation

6 - 8 May 2012

Course II

Advanced Strategies in Finance

9 - 10 May 2012

Emirates Towers Hotel, Dubai, UAE

3S Venture Alliance (“3SVA”)

The increasing competition and complexity of the business environment in the Middle East had placed growing demands on the quality of education for business professionals. 3SVA has responded to this by selecting top experts from around the world to teach the latest developments in modern business. The faculty consists of lecturers with significant consulting and teaching experience from first-tier business schools worldwide.

3SVA offers courses that provide a unique blend of theoretical fundamentals coupled with practical applications of the topics covered. The end goal is to provide participants with the necessary tools and techniques to enable them to apply the principles learned to their business activities. Interaction and continued contacts among the participants is a valuable part of our courses.

Participants are often divided into small discussion groups to increase the cross-fertilization of ideas and develop the concept of forming a coherent team strategy. The use of case studies guarantees that the principles taught can be actually applied in business decision-making process. Practical sessions would include the use of relevant software simulations. The combination of lectures, training sessions, case studies, guest speakers, and software simulations ensures maximum knowledge transfer and active interaction among participants.

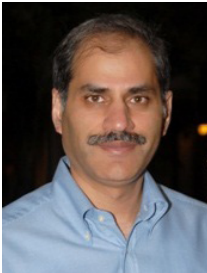
Executive Development Program - Financial Strategies for Nonfinancial Managers

As companies worldwide strive to deliver valuable products and services in a challenging environment, they recognize that executives must have a firm grasp of finance to maximize profitability. Today’s economic climate calls for executives who can understand the link between their business and operational decisions and shareholder value. Executives must also be able to evaluate business performance, weigh potential investments, identify value drivers, and impact value creation within their organizations as they compete in their respective markets.

Created for managers who are not financial specialists, 3SVA is very pleased to offer an executive development program that provides a thorough grounding in finance. The “Financial Strategies for Non-Financial Managers” program will include two courses. The first is a 3-day course titled “Strategic Business Evaluation”. This course is self-contained and designed for those who look forward to obtaining essential skills and knowledge in the core concepts of finance at the strategic level by exploring the proven techniques of successful companies. The second is a 2-day course titled “Advanced Strategies in Finance”. This course aims to discuss special topics related to frameworks required to monitor performance, value strategic assets and identifying and creating value drivers. Participants will be exposed to a conceptually challenging program exploring both the theoretical basis and practical applications of financial strategies. Real life case studies written by top business schools will be used throughout the program.

“Today’s economic climate calls for executives who can understand the link between their business and operational decisions and shareholder value”

Program Instructor



SHEHZAD L. MIAN is Associate Professor of Finance at Goizueta Business School at Emory University. Prior to joining Emory in September 1989, Mian taught at Krannert Graduate School of Management at Purdue University, from 1985 to 1988. He received his Ph.D. in Business Administration from the University of Rochester and B.Sc. in Economics from the London School of Economics. He has received several awards and honours including the Earhart Foundation Fellowship and the Caldwell Award. Mian has also served on the Emory University Senate and Emory University's Faculty Council.

Professor Mian was elected by Executive MBA students to receive the Weekend Executive MBA Distinguished Educator Award. Mian has been widely recognized as an outstanding professor at Goizueta Business School, where he has won several teaching awards including the Distinguished Educator Award in the Executive MBA Program. Mian is also the first recipient of the prestigious Marc Adler Prize, a new school wide award instituted at Goizueta to recognize excellence in teaching across all programs. Mian was recently named as an outstanding faculty in Business Week Guide To The Best Business Schools, Seventh Edition.

Mian's teaching and research interests are in the areas of international business, corporate finance, and investments management. Mian's research on corporate CFOs was recently featured in the prestigious Wharton Leadership Digest. His work has been published in Financial Management, Journal of Accounting and Economics, Journal of Financial Economics, Journal of Financial Engineering, Journal of Financial and Quantitative Analysis, Journal of Financial Research, Journal of Corporate Finance, Journal of Applied Corporate Finance, and Journal of Finance.

Mian has worked as a consultant and executive educator to leading global organizations, such as United Nations, Boeing, Chemical Bank, ICI, Eastman Chemical, Southern Company, and Coca Cola. Mian is a Chartered Financial Analyst (CFA) and has worked with money management firms in addressing global asset allocation issues.

Goizueta Business School, at which Mian is a full-time faculty member, provides one of the top ranked MBA programs internationally. The executive MBA program at Goizueta is ranked #10 by U.S. News and World Report, and ranked # 12 among all Executive MBA programs worldwide by Bloomberg BusinessWeek.



EMORY

GOIZUETA
BUSINESS
SCHOOLU.S. News
& WORLD REPORTBloomberg
Businessweek

“Professor Mian was elected by Executive MBA students to receive the Weekend Executive MBA Distinguished Educator Award”



Course I **Strategic Business Evaluation** 6 - 8 May 2012

Emirates Towers Hotel
Dubai, UAE

Course Outline

The course is aimed towards non-finance professionals. It builds financial acumen in the following key dimensions:

- Understand the link between business/operational decisions and shareholder value;
- Understand key financial information drawn from financial statements and to effectively communicate that information to others in a simple and effective manner;
- Assess business health and the need for balancing profitability and growth;
- Understand how managers can impact value creation within the organization;
- Understand capital budgeting for projects and how to put together a high quality business case;
- Analyze, select, and evaluate projects and investments; and understand key elements of profitability analysis.

Individuals who wish to gain a deeper understanding of strategic finance can use this course as a stepping stone to the other course in the program, which is “Advanced Strategies in Finance”.

Who Should Attend ?

Typical participants are responsible for managing functional areas, departments, or divisions at the middle to senior level, including those with roles in engineering, research and development, production, operations, information technology, human resources, marketing, legal affairs, or financial administration.

Participants need to possess sufficient academic background and work experience to benefit the most from this course.

Course I
Strategic Business Evaluation
6 - 8 May 2012

Strategic Business Evaluation

Day One - Sunday 6 May 2012

08 : 45 - 09 : 00

Registration

09 : 00 - 10 : 15

Dynamic Perspective of Business

- Investment Decisions
- Operating Decisions
- Financial Decisions

10 : 15 - 10 : 30

Coffee Break

10 : 30 - 11 : 45

Understanding Financial Statements

- The Balance Sheet
- The Income Statement
- The Cash Flow Statement

11 : 45 - 12 : 45

Lunch Break

12 : 45 - 14 : 00

Diagnosing Profitability, Risk, and Growth

- Measures of Profitability and Growth
- Operational and Financial Risk
- Integrating Growth, Risk and Profitability

14 : 00 - 14 : 15

Coffee Break

14 : 15 - 15 : 30

Case Study

- Harvard Business School Case Study

Course I
Strategic Business Evaluation
6 - 8 May 2012

Strategic Business Evaluation

Day Two - Monday 7 May 2012

09 : 00 - 10 : 15

Financial Planning and Forecasting

- Goals of Long-Term Financial Planning
- Pro Forma Financial Statements
- Forecasting a Planned Expansion

10 : 15 - 10 : 30

Coffee Break

10 : 30 - 11 : 45

Short-Term Financial Planning

- Forecasting Short-Term Financing Needs
- Creating a Short-Term Financial Plan
- Harvard Business School Case Study

11 : 45 - 12 : 45

Lunch Break

12 : 45 - 14 : 00

Financial Decisions in Global Context

- Foreign Exchange Markets
- Pricing and Operational Decisions in Global Markets
- Defining Spot, Forwards and Futures

14 : 00 - 14 : 15

Coffee Break

14 : 15 - 15 : 30

Case Study

- Harvard Business School Case Study

Course I
Strategic Business Evaluation
6 - 8 May 2012

Strategic Business Evaluation

Day Three - Tuesday 8 May 2012

09 : 00 - 10 : 15

Analysis of Investment Decisions

- Investment Decision rules
- Choosing Between Projects
- Choosing Projects When Resources are Limited

10 : 15 - 10 : 30

Coffee Break

10 : 30 - 11 : 45

Project Interactions, Side Costs and Side Benefits

- Capital Budgeting Process
- Mutually Exclusive Projects
- Harvard Business School Case Study

11 : 45 - 12 : 45

Lunch Break

12 : 45 - 14 : 00

Financing Decisions

- Cost of Capital
- Raising Equity Capital
- Debt Financing

14 : 00 - 14 : 15

Coffee Break

14 : 15 - 15 : 30

Case Study

- Harvard Business School Case Study

Course:
Strategic Business Evaluation

Date: 6 - 8 May 2012

Fee: USD 2,800

Group Discount

Three Participants	5%	Save USD 420	Fee: USD 2,660 per Participant
Four Participants	10%	Save USD 1,120	Fee: USD 2,520 per Participant

Note: Same discounts apply when registering jointly with the Advanced Strategies in Finance course.

Participant Details

	Given Name	Last Name	Designation	Email
1 st Participant				
2 nd Participant				
3 rd Participant				
4 th Participant				

Company Name: _____

HR / Training Manager: _____ Signature: _____

Address: _____

Postal Code: _____ Country: _____ Tel.: _____

Fax: _____ Email: _____

Venue :

Emirates Towers Hotel, Dubai, UAE

Payments:

A confirmation letter and invoice will be faxed once we receive your registration form. Payments can be received by either wire transfers (see details below) or by checks payable to Venture Alliance. Full payment is required prior to admission.

Wire Transfer Details:

 Beneficiary : Venture Alliance - Bank: Kuwait Finance House, Kuwait
 USD Account No : 121060001365 IBAN No : KW08KFHO0000000000121060001365

Cancellation :

We will happily substitute your seat in case you are unable to attend. If this is not possible, a USD 220 cancellation fee will be payable. Cancellations made 5 working days prior to the course should be paid in full.

Questions?

Please do not hesitate to contact us should you have any questions or concerns.

Fax this form to +965 2240 8488 or Call +965 2241 5910



Course II
**Advanced Finance for
Executives Program**
9 - 10 May 2012

Emirates Towers Hotel
Dubai, UAE

Course Outline

The course presents advanced approaches to financial strategies and tackles more complex financial decision making. Participants should be familiar with the basic understanding of financial strategies, such as the understanding of the key financial information, the assessment of business health, capital budgeting for projects, and evaluate projects and investments. For those who do not have sufficient knowledge of financial strategies and interested in the topics of this course, it is highly recommended to attend the “Strategic Business Evaluation” course prior to this one.

Who Should Attend ?

Typical participants are responsible for managing functional areas, departments, or divisions at the senior level, including those with roles in engineering, research and development, production, operations, information technology, human resources, marketing, legal affairs, or financial administration.

Participants need to possess sufficient academic background and work experience to benefit the most from this course.

Course II
Advanced Strategies in Finance
9 - 10 May 2012

Advanced Strategies in Finance

Day One - Wednesday 9 May 2011

09 : 00 - 10 : 15

Valuation Frameworks

- Introduction to Valuation Models
- Linking Value creation to Valuation
- Equity Values and Enterprise Values

10 : 15 - 10 : 30

Coffee Break

10 : 30 - 11 : 45

Fundamental Principles of Cash Flow Models

- From Earnings to Cash Flow
- Discounted Cash Flow Models
- Harvard Business School Case Study

11 : 45 - 12 : 45

Lunch Break

12 : 45 - 14 : 00

Comparable Analysis

- Valuation Multiples
- Identifying Key Value Drivers
- Different Comparable Approaches

14 : 00 - 14 : 15

Coffee Break

14 : 15 - 15 : 30

Case Study

- Harvard Business School Case Study



Course II

Advanced Strategies in Finance

9 - 10 May 2012

Advanced Strategies in Finance

Day Two - Thursday 10 May 2011

09 : 00 - 10 : 15 **Managing for Value Creation**

- The Shareholder Value Imperative
- Identifying Drivers of Value Creation
- Linking Operating Decisions to Value Creation

10 : 15 - 10 : 30 **Coffee Break**

10 : 30 - 11 : 45 **Application to Business Decisions**

- Value Creation Framework
- Linking Business Decisions to Value
- Capital Discipline and Risk Management

11 : 45 - 12 : 45 **Lunch Break**

12 : 45 - 14 : 00 **Strategic Finance**

- Resource Allocation Decisions
- Capital Discipline and Risk Profiles
- Optimal Capital Structure

14 : 00 - 14 : 15 **Coffee Break**

14 : 15 - 15 : 30 **Case Study**

- Harvard Business School Case Study

Course:
Advanced Strategies in Finance

Date: 9 - 10 May 2012

Fee: USD 2,700

Group Discount

Three Participants	5%	Save USD 405	Fee: USD 2,565 per Participant
Four Participants	10%	Save USD 1,080	Fee: USD 2,430 per Participant

Note: Same discounts apply when registering jointly with the Strategic Business Evaluation course.

Participant Details

	Given Name	Last Name	Designation	Email
1 st Participant				
2 nd Participant				
3 rd Participant				
4 th Participant				

Company Name: _____

HR / Training Manager: _____ Signature: _____

Address: _____

Postal Code: _____ Country: _____ Tel.: _____

Fax: _____ Email: _____

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Emirates Towers Hotel, Dubai, UAE

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3S Venture Alliance
Wataniya Tower, 1st Floor
Fahad Al-Salem Street, Kuwait

Tel. : +965 2241-5910
Fax : +965 2240-8488

Email: info@3sva.com
www.3sva.com