

CHICAGO BOOTH EXECUTIVE PROGRAM IN FINANCE STRATEGY

FOR SENIOR LEADERS IN MIDDLE EAST AND ASIA



Executive Education

CHICAGO BOOTH

A TRADITION OF EXCELLENCE

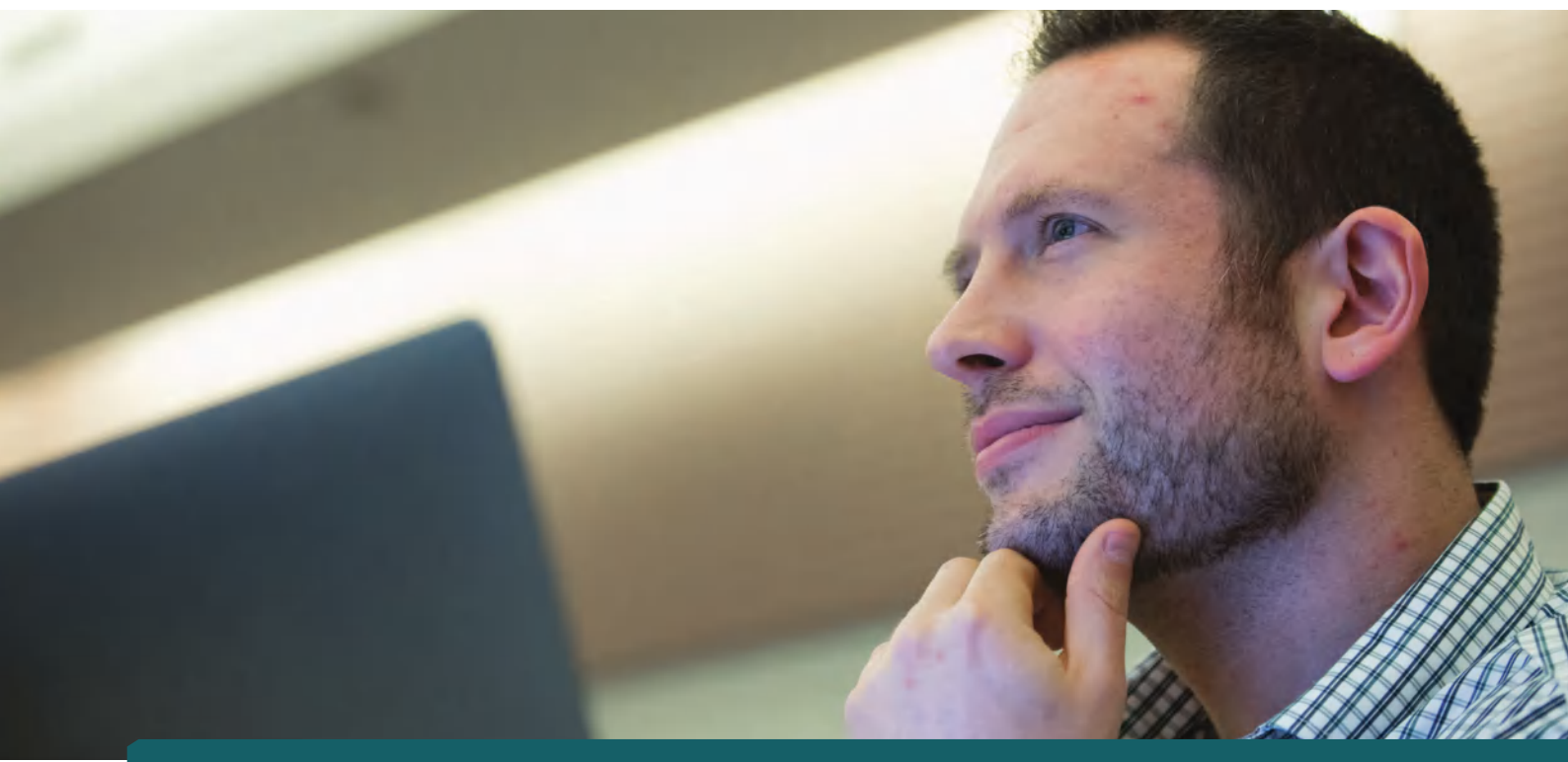
Founded in 1898, the University of Chicago Booth School of Business is the second-oldest business school in the United States and one of the most distinguished. Our academic programs consistently rank among the top 10 schools in surveys worldwide. Our path-breaking research and our innovations in business education - including developing the first executive MBA program have produced ideas and leaders that shape the world of business. Our unparalleled faculty is famous for producing theories that change business practice. We have the most highly-regarded faculty of any business school in the world. Since Sweden's central bank, Sveriges Riksbank, established the Nobel Prize in Economic Sciences in 1968, nine Chicago Booth faculty members have won the award.

THE CHICAGO APPROACH™ TO BUSINESS EDUCATION

The Chicago Approach is based on an essential fact: there are neither enough formulae nor business cases to span the range of high-stakes decisions faced in the course of a career. We favor fundamental academic disciplines— sociology, psychology, economics, and statistics—over fads, and develop critical thinkers who can assess any challenge or opportunity. Our learning environment is characterized by a demand for facts, a distrust of assumptions, and a desire to evaluate problems from all angles in search of a provisional best solution. We prepare our students with knowledge, a command of the essential tools, and the ability to think through unique problems, make decisions, and lead.

THE UNIVERSITY OF CHICAGO

Founded in 1890, the University of Chicago is one of the world's great research and teaching universities, producing research that shapes the modern worldview in fields as diverse as genetics, physics, economics, and philosophy. More than 92 Nobel Prize winners have been associated with the university as students, faculty, or researchers.



CHICAGO BOOTH

OUR GLOBAL, WORLD-CLASS REPUTATION

WHY INVEST IN CHICAGO BOOTH EDUCATION?

Chicago Booth gives you access to cutting-edge, Nobel Prize-winning research.

Our faculty redefined the science of the stock market, originated the study of modern finance, pioneered database marketing, and defined the concept of social capital.

Chicago Booth faculty are world-renowned professors with practical experience.

Our faculty collaborate and consult with firms, serve on corporate boards, and start their own companies. They are sought out for expert analysis and advice by government and business leaders worldwide. Because our professors teach a masterful mix of theory and application, you can start applying what you learn from day one.

Chicago Booth teaches you an approach to problem solving that will positively affect every aspect of your career—and your life.

We teach you to question assumptions, separate fact from fiction, analyze information, anticipate needs, and creatively craft the best solutions.

The Chicago Approach™ to business education is based on an essential fact.

There are neither enough formulae or business cases to span the range of high-stake decisions faced in the course of a career. We favor fundamental academic disciplines over fads, and develop critical thinkers who can assess any challenge or opportunity.

CHICAGO BOOTH FIRSTS

CHICAGO BOOTH IS A LEADER IN MANAGEMENT EDUCATION. HERE IS JUST A SAMPLING OF OUR MANY FIRSTS:



1928

FIRST SCHOLARLY BUSINESS JOURNAL



1982

FIRST BUSINESS SCHOOL TO HAVE A NOBEL LAUREATE ON ITS FACULTY



1943

FIRST EXECUTIVE MBA PROGRAM

FIRST AND ONLY US BUSINESS SCHOOL WITH PERMANENT CAMPUSES ON THREE CONTINENTS:

1898

NORTH AMERICA

1994

EUROPE

2000

ASIA



1997

FIRST BUSINESS SCHOOL TO HAVE SIX NOBEL PRIZE-WINNING FACULTY MEMBERS

EPFS - MIDDLE EAST AND ASIA

WELCOME TO THE KNOWLEDGE YOU NEED,
FROM ONE OF THE BEST BUSINESS SCHOOLS IN THE WORLD.

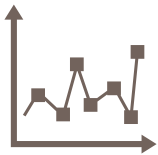
This four-month, live-online education series provides the latest thinking in finance to help executives in Middle East and Asia build and sustain their organization's advantage in highly competitive markets. By attending, you will learn how to make more impactful business decisions by understanding how finance impacts business strategy.

EPFS – Middle East and Asia combines Chicago Booth's critical insights and thought leadership into a modular format that empowers senior executives to upskill themselves without disrupting their work-life balance.



AN IMMERSIVE YET FLEXIBLE LEARNING EXPERIENCE

Unlike other senior executive programs that need learners to take a sabbatical from their work for weeks or months, EPFS - Middle East and Asia is an intensive multi-modular program spread over four months encompassing 10 live-online sessions, pre and post-session work. Both the program format and the curriculum are created bearing in mind the busy lives of senior professionals.



TOP-RATED FACULTY FROM CHICAGO BOOTH EXECUTIVE EDUCATION

Sharpen your financial acumen and strengthen your expertise in domains of corporate finance, forecasting performance, creating shareholder value, financial programming, implementing AI and ML concepts in Finance taught by some of top-rated faculty from Chicago Booth.



JOIN THE CHICAGO BOOTH EXECUTIVE EDUCATION NETWORK

Upon completion of the program, you will become a member of Chicago Booth's Executive Education network, which represents more than 27,000 executives across 130 countries.

PROGRAM BENEFITS

Participants who successfully complete the program will emerge from EPFS – Middle East and Asia as senior leaders well-equipped with financial acumen that can help drive business performance and success.



A certificate of completion from Chicago Booth Executive Education



Inclusion in the EPFS – Middle East and Asia LinkedIn program network



Access to select Booth online publications



Access to the Chicago Booth Executive Education LinkedIn group



OUTSTANDING RESULTS



HIGHLIGHTS AND KEY OUTCOMES

Through EPFS – Middle East and Asia you will learn advanced and emerging concepts in finance and strategy to position you and your organization for greater success.

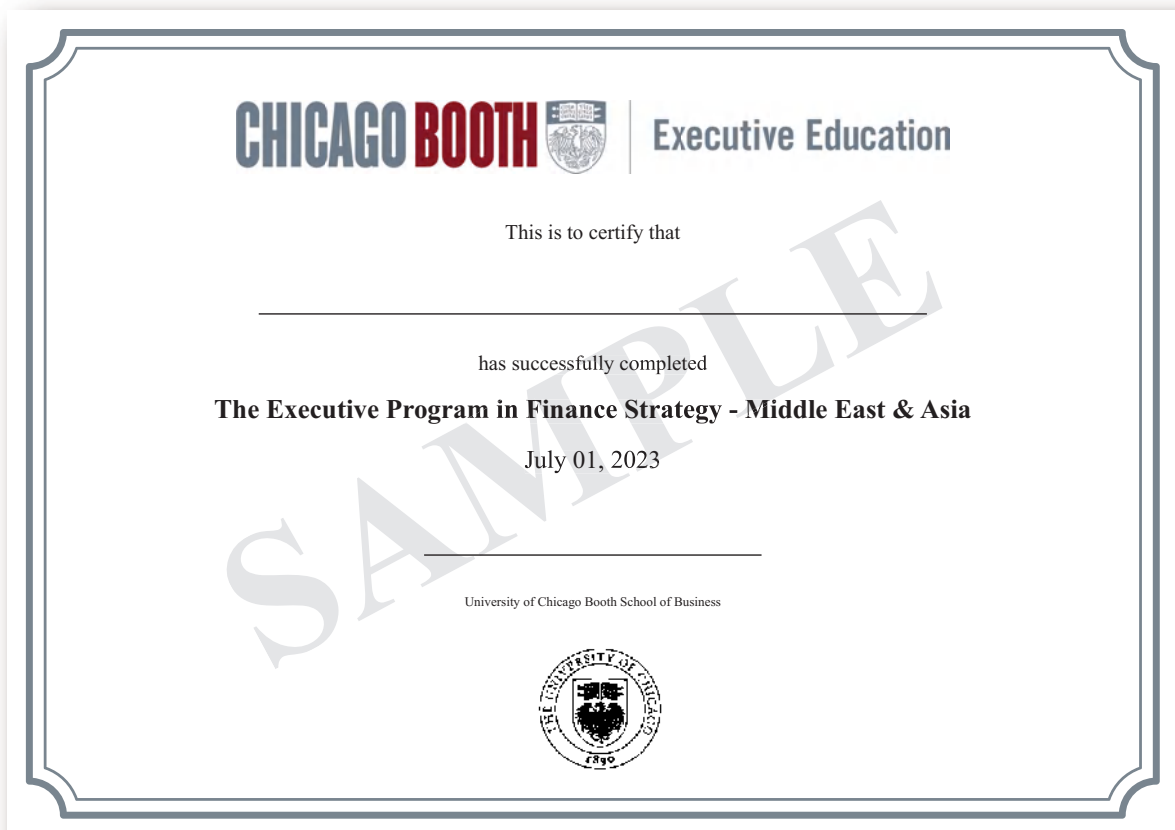
This live-online program provides the latest thinking in finance to help you build and sustain your organization's competitive advantage. By attending, you will learn how to make more impactful business decisions by understanding how finance affects business strategy. You will learn how to use financial statements and new technology to understand an industry's landscape, evaluate competitors, and predict risks, trends, and future financial performance. You will acquire the frameworks to rate the financial success of your company's growth strategies. Moreover, you will discover how FinTech can be used to drive innovation for your business-unlocking new markets, reducing costs, and improving customer relationships.

UPON SUCCESSFUL COMPLETION OF THE PROGRAM, YOU WILL HAVE GAINED THE FOLLOWING SKILLS:

- Interpret and use financial statements for competitive gain
- Explore how industry structures and competitive growth strategies impact financial performance
- Acquire frameworks to rate the success of a growth strategy, ranging from organic growth strategies to acquisitions
- Gain a deeper understanding of the innovations powering FinTech, such as AI, machine learning, NLP (natural language processing) and explore real business applications including real estate, robo-advisors, and P2P (peer-to-peer) lending
- Explore how blockchain technology is shaping industries and organizations — topics covered include cryptocurrencies, DeFi (decentralized finance) and smart contracts

CERTIFICATE

Upon successful completion of the program, you will earn a certificate of completion from Chicago Booth Executive Education. The participant must complete 8 out of the 10 live-online sessions, held on select Saturdays to be eligible for the certificate of completion.



Note: Certificate image is for illustrative purposes only and may be subject to change at the discretion of Chicago Booth Executive Education.

CURRICULUM

MODULE 1: DEVELOPING YOUR FINANCIAL ACUMEN

Kick-off

- ◆ Goal and Activities of a Firm
- ◆ The Big Picture: Valuation and Shareholder Value
- ◆ Understanding Financial Statements

Financial Statement Analysis

- ◆ Using FSA to determine profitability and risk
- ◆ Understanding differences in ratios across business models

Capital Budgeting and Capital Allocation

- ◆ Time value of money
- ◆ Discount rates and cash flows
- ◆ NPV, IRR and payback
- ◆ Importance of capital allocation for growth and profitability

MODULE 2: UNDERSTANDING THE LINK BETWEEN STRATEGY AND FINANCIAL VALUE

Industry Structure & Financial Performance

- ◆ Case Example: Cola soft drinks
- ◆ Industry structure analysis
- ◆ Competitive forces
- ◆ Technological innovation
- ◆ Global Competition

Competitive Advantage & Financial Performance

- ◆ Value chain management
- ◆ Sources of competitive advantage
- ◆ Sustainable advantage
- ◆ Differentiation and cost leadership strategies

Corporate Growth Strategy & Financial Performance

- ◆ Corporate growth matrix: Directions & modes of growth
- ◆ 'Good' growth vs 'bad' growth
- ◆ Shareholder value creation
- ◆ Diversification strategy & synergy
- ◆ Mergers & Acquisitions

MODULE 3: DECODING FINTECH

Introduction to FinTech

- ◆ What is FinTech?
- ◆ What is AI, Machine Learning, and Big Data?
- ◆ What is NLP?

The Promises and Pitfalls of FinTech

- ◆ Case I: P2P Lending
- ◆ Case II: Zillow Offers
- ◆ Case III: Robo-Advisors (or a 30-min guest lecture on RPA)

Blockchain Technology and Decentralized Finance

- ◆ Cryptocurrencies, CBDC
- ◆ Elements of Blockchain
- ◆ Smart Contracts, DeFi

CLOSING SESSION : PUTTING IT ALL TOGETHER

Valuation: A Comprehensive Look at a Business, and Course Wrap-Up

- ◆ Valuation methods such as WACC, APV and Market Multiples
- ◆ Valuation will bring the content from all of the modules together as it is a comprehensive look at the business. It also brings us full circle from the first lecture where we discuss the goal of the firm and shareholder value.

[VIEW SCHEDULE](#)

WORLD-CLASS FACULTY

BUSINESS IDEAS THAT CHANGE THE WORLD

The EPFS - Middle East and Asia faculty include some of the most highly acclaimed professors within Chicago Booth.

You learn from highly regarded professors with real-world expertise. With their masterful mix of theory and application, you can start applying what you learn immediately.

Kathleen Fitzgerald

Adjunct Associate Professor of
Strategic Management, Chicago Booth

- MBA, University of Chicago
- Director of academic support, Executive MBA Program
- Teaching experience includes accounting, finance, taxation, and strategy at the University of Chicago and other universities in the US and Europe
- Professional experience includes auditing and tax consulting at Ernst & Young, LLP and forensic accounting consulting at Chicago Partners



Jaideep (Jay) Anand

William H. Davis Chair And Dean's Distinguished Professor Of
Strategy, Fisher College Of Business, Ohio State University

- Master's and PhD degrees, Wharton School at University of Pennsylvania; B. Tech. in Mechanical Engineering, Indian Institute of Technology, New Delhi, India
- Has appeared on ABC, NBC and CBS TV News, National Public Radio, and Summit Business TV, and has been referenced in BBC radio, CEO magazine, the Economist, the Financial Times, Forbes, the New York Times, the Telegraph, the Wall Street Journal, USA Today, and other popular media in several countries
- Received several awards for his research and contribution to management knowledge, as well as numerous awards for teaching in executive, MBA, and PhD programs



Dacheng Xiu

Professor of Econometrics and Statistics, Chicago Booth

- PhD and MA in applied mathematics, Princeton University; BS in mathematics, the University of Science and Technology of China
- Co-editor for the Journal of Financial Econometrics, an associate editor for the Review of Financial Studies, Management Science, Journal of Econometrics, Journal of Business & Economic Statistics, Journal of Applied Econometrics, the Econometrics Journal, and Journal of Empirical Finance
- Recognitions for his research include the Fellow of the Society for Financial Econometrics, the Fellow of the Journal of Econometrics, the 2018 Swiss Finance Institute Outstanding Paper Award, the 2018 AQR Insight Award, and the Best Conference Paper Prize at the 2017 Annual Meeting of the European Finance Association

PROGRAM DETAILS

PROGRAM FEE: USD 4,500

DURATION: Feb 25, 2023 – July 01, 2023 (4 months)

FORMAT: 100% live-online, Part-time (90 minutes on select Saturdays)

WHO SHOULD ATTEND?

This program is designed for senior leaders in the Middle East and Asia regions who wish to broaden their understanding of financial strategy to drive growth for their business.

The program benefits leaders from a wide range of industries and functional areas, including those in non-finance functions. Titles include: General manager, president, managing director, vice president, director, entrepreneur, c-suite, regional manager, business unit manager, and other senior-level positions with strategic decision-making or oversight.

Participants should be familiar with financial terms and concepts prior to starting the program; formal training in finance or accounting is not necessary.

Participants must be fluent in written and spoken English.

APPLY NOW

Program curriculum, faculty, schedule, and fee are subject to change.



EPFS – MIDDLE EAST AND ASIA

<https://chicagobooth.epfs.xedinstitute.org>



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Executive Education

Chicago Booth Executive Education is collaborating with XED to offer high-impact programs for leaders