

**3/25/25: MAXIMIZING VALUE WITH THE RIGHT TRANSACTION**

- INDUSTRY ANALYSIS & HISTORICAL PERSPECTIVE
- WINNING NEW BUSINESS BY BUILDING RELATIONSHIPS
- SHAREHOLDER VALUE MAXIMIZATION STUDY

**3/26/25: CREATING & PROTECTING VALUE THROUGH FINANCIAL ANALYSIS, PT 1**

- INTERPERETING FINANCIAL STATEMENTS
- UNDERSTANDING CASH FLOW

**4/1/25: CREATING & PROTECTING VALUE THROUGH FINANCIAL ANALYSIS, PT 2**

- QUALITY OF EARNINGS
- WORKING CAPITAL

**4/2/25: CREATING & PROTECTING VALUE THROUGH FINANCIAL ANALYSIS, PT 3**

- PREPARING FINANCIAL PROJECTIONS
- M&A TAX CONSIDERATIONS

**4/8/25: TRANSACTION VALUATION, PT 1**

- EXAMINING VALUE DRIVERS

**4/9/25: TRANSACTION VALUATION, PT 2**

- VALUATION METHODS
- DCF CASE STUDY

**4/15/25: THE M&A PROCESS**

- MANAGING THE SALE
- M&A PROCESS, MULTIPLE APPROACHES TO SALE
- AUCTION PROCESS & ESOP

**4/16/25: DEAL NEGOTIATION**

- NEGOTIATION SKILLS & STYLES

**4/22/25: DEAL STRUCTURING & DOCUMENTATION**

- LEGAL ISSUES
- DEAL STRUCTURE
- LOI & PURCHASE AGREEMENTS

**4/23/25: APPLYING VALUATION CONCEPTS & DEAL STORIES**

- APPLYING VALUATION CONCEPTS
- SELLERS PANEL

## REGISTRATION & FEES

**\$2950**

**DISCOUNTED REGISTRATION IS AVAILABLE FOR MULTIPLE PARTICIPANTS FROM SAME COMPANY**

## TO REGISTER

**[COLES.KENNESAW.EDU/EXECUTIVE-EDUCATION](https://coles.kennesaw.edu/executive-education)**

**470-578-6050**

QUESTIONS?

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TOPICS ARE SUBJECT TO CHANGE

**MICHAEL J. COLES COLLEGE OF BUSINESS  
EXECUTIVE EDUCATION**

IN PARTNERSHIP WITH  
M&A SOURCE

# **CERTIFIED MERGERS & ACQUISITIONS PROFESSIONAL PROGRAM**

**BEGINS MARCH 25, 2025**

SYNCHRONOUS ONLINE  
NOON - 3:30P EASTERN

LED BY LARRY STEVENS, PWC PARTNER (RETIRED), CPA

