

GRADUATE FINANCE CERTIFICATE PROGRAM

I am pleased to introduce you to the Graduate Finance Certificate Program at the Cox School of Business, Southern Methodist University. The Graduate Finance Certificate Program is designed for those people who want to increase their financial competency skills. The program presents a unique blend of contemporary financial paradigms and perspectives.

Topics covered in the program include:

- financial statement analysis
- financial analysis, financial planning and funding the company's growth
- first principles of valuation
- basics of business statistics
- risk, return, asset pricing models and modern portfolio theory
- risk management
- valuing fixed income securities
- valuing stock
- financial leverage and capital structure policy
- bank financing
- issuing securities to the public
- capital budgeting
- estimating and interpreting risk and return parameters
- market efficiency and anomalies
- accounting and market efficiency
- firm valuation
- international finance
- options & corporate finance

A strength of this program is its limited enrollment which allows one-on-one interaction with the faculty. Students learn from the same graduate school professors who are featured in the Cox School of Business MBA program - recognized by *US News & World Report* as one of the top programs in the country.

I encourage you to consider being a member of the Graduate Finance Certificate Program.

Charles "Chip" Ruscher, Ph.D., Program Director

The Philosophy of the Program

- We are here to help you learn. We welcome questions in class discussions and want you to feel free to talk with professors after class. We will make every effort to help you obtain the information and develop the skills that you need.
- Supplementary readings for all class lectures are provided to allow you to explore your topics of interest in greater depth.
- There are a variety of perspectives on finance, and many financial issues can be approached in different ways. Therefore, we expose you to a variety of professors, each with their own viewpoint.
- We care about your experience and want you to gain from our expertise. We ask you to evaluate each session and professor. We welcome questions and comments about each class.

The Background

This program was created primarily in response to requests from a growing number of executives with demanding corporate schedules who felt that their current and future business environment called for an increasing awareness of state-of-the-art financial concepts, techniques, and overall perspectives.

In response to these requests, some of the best certificate programs from the most respected business schools, both domestic and international, were reviewed, including our own very successful Graduate Marketing Certificate Program. Most of these programs outside of Cox were adequate to outstanding in their content; however, they usually were scheduled in the summer for six to eight weeks, requiring on-campus, full-time residence.

This kind of scheduling can be too restrictive for many executives. We, therefore, followed our marketing colleagues and developed a schedule to meet your needs. Our certificate program meets one night a week for seven weeks each of three modules (a total of 21 sessions), beginning in September and ending in March.

The Class Profile

Based upon our experience over the last 17 years of offering this program, almost all participants have college degrees with some having masters and even doctoral degrees. The few students who do not have college degrees do have significant work experience. The class size is approximately 50 students, depending upon demand.

How You Will Benefit

The goal of this program is to help you sharpen your financial competency and skills. During the course of this uniquely designed program, you will:

- Be updated on the latest trends and techniques in the area of financial management.
- Gain a working knowledge of relevant financial concepts and methodologies that will be applicable to your current business situations.
- Enhance your career growth opportunities.
- Participate in stimulating classroom discussions with a diverse group of expert academics and accomplished business executives who bring their collective experience and perspectives to bear on a range of business issues.
- Network constructively with executives, managers, and entrepreneurs from a wide range of companies, industries, and backgrounds.
- Broaden your financial horizon "today" - instead of "someday."
- Acquire a much valued "Graduate Finance Certificate" from SMU's renowned Cox School of Business.
- If you are a member of the Texas Society of CPAs, you will earn Continuing Education Credit.
- For doctors who are members of the Dallas County Medical Society, 12 hours of informal CMEs are available for each module.

GFCP Format/Schedule

First Module

Sept. 13 - Oct. 4, 2011
Oct. 18 - Nov. 1, 2011

Second Module

Nov. 15 & 29, 2011
Dec. 6 & 13, 2011
(Holiday Break)
Jan. 10 - 24, 2012

Third Module

Feb. 7 - March 6, 2012
March 20 - March 27, 2012

Three course modules should be taken consecutively beginning in September. The course modules consist of seven sessions each and the sessions are held on Tuesday evenings from 6:30 - 9:00 p.m. at the Cox School of Business on the SMU Dallas campus. Audios of each class and materials handed out will be posted on-line after each class.

To qualify for the Certificate participants **must attend five out of seven sessions each module**. If your business circumstances will not permit you to take successive modules you may spread the program over two or three years. **The modules must be taken in consecutive order.**

Courses may be taken either with a pass/fail or letter grade option. The requirement for pass/fail is attendance. The requirement for a letter grade is an exam for each module. *Given the unique character of the Graduate Finance Certificate Program, no course credit may be applied to any other graduate program.*

There are no entrance requirements for this program. We do not require GMAT testing as a condition for admission.

FIRST MODULE - "Essentials of Finance & Accounting"

September 13 - October 4, 2011
October 18 - November 1, 2011

Introduction

This session is primarily an overview of, and an introduction to, the Graduate Finance Certificate program. Topics will include a brief history of finance and an overview of topics and concepts incorporated into the program.

Financial Statement Analysis - I

This session is designed to support the financial managers ability to analyze financial statements. Topics will include the nature of specific assets and liabilities, taxes and the definition of operating cash flows.

Financial Statement Analysis - II

This session will discuss the sources and uses of cash flow statements, standardized financial statements, introduction to ratio analysis, and using financial statement information.

Financial Analysis, Financial Planning & Funding the Company's Growth

This session will focus on using accounting data to assess the financial health of the firm, doing pro-forma analysis and forecasting the firm's financial requirements.

First Principles of Valuation

This session will cover topics including the time value of money (discounting and compounding single cash flows, annuities, and perpetuities), computing investment returns, discounted cash flow valuation, and NPV.

Basics of Business Statistics

This session will cover statistical measures including sample and ex-ante (1) means, (2) standard deviation, (3) variance, (4) correlation, (5) coefficient of variation, (6) covariance, etc. associated with risk and return of securities.

Risk, Return, Asset Pricing Models, and Modern Portfolio Theory

This session will focus on understanding risk and return in capital markets. Topics include portfolio risk and return measures, diversification, portfolio theory, and asset pricing models.

SECOND MODULE - "Financing the Business"

November 15 & 29, December 6 & 13, 2011
January 10 - 24, 2012

Risk Management

This session will discuss risk management as the process by which managers identify, assess, monitor, and control risks associated with an institution's activities. Six risks will be briefly outlined and discussed.

Bank Financing

This session will discuss the use and availability of bank financing as well as the basic procedures commercial bankers undertake in the credit analysis process.

Valuing Stock

This session will provide an introduction to discounted cash flow valuation techniques including dividend growth and the present value of growth opportunities models.

Valuing Fixed Income Financing

This session will provide an introduction to fixed income securities, their valuation, and their reporting with special reference to bond financing and money market instruments.

Issuing Securities to the Public

This session will discuss the basic procedures for new issues, alternative issue methods, the cash offer, new equity issues and the value of the firm, the cost of issuing securities, rights, dilution, and self registration.

Financial Leverage and Capital Structure Policy

This session will discuss the capital structure question, the impact of taxes and bankruptcy costs on capital structure choice, and making the theory work in the real world.

Capital Budgeting

This session will examine the criteria used in making investment decisions. Students will learn how to evaluate projects and investment proposals. Investments of capital are important decisions made in organizations, and this session will critically examine how to make investments that increase shareholder value. Students should bring a calculator or laptop to work on several investment examples.

THIRD MODULE - "Investing in the Future"

February 7 - March 6, 2012
March 20 & 27, 2012

Estimating & Interpreting Risk & Return Parameters

This session will discuss the basics of econometrics including such concepts as R-squared, linear regression model, dependent and explanatory variables, etc. in order to prepare students to understand basic financial empirical research.

Market Efficiency & Anomalies

This session will focus on empirical evidence from securities markets on market efficiency and its implication for investors in portfolio management.

Accounting & Market Efficiency: Role of Financial Reporting in Capital Markets

This session will discuss empirical evidence that suggests information contained in financial statements and helps predict future earnings and stock returns of the respective companies, on average.

Firm Valuation

This session will develop three methods to compute the value of a firm including (1) the equity discounted cash flow method, (2) the enterprise valuation method, and the (3) adjusted-present value method. The concept of weighted average cost of capital (WACC) will also be developed.

International Finance

This session examines foreign exchange markets and exchange rates, purchasing power parity, currency swaps, international capital budgeting, and exchange rate risk.

Options & Corporate Finance

This session examines the basic features of option contracts, option pricing using the Black-Scholes option pricing model. Further, real options analysis will be discussed.

Awarding Certificates

Certificates will be awarded during this session marking the 18th Graduate Finance Certificate Program graduation!

Program Fee:

A **\$100 non-refundable registration fee** must accompany your registration. If you are unable to continue in the program, tuition will be reimbursed on a prorated basis less administrative expenses.

Facilities and effective class interaction require that we limit class size. Acceptance is based on a careful screening of the registration form and the promptness of your response.

- \$3,900 = full tuition
- \$1,400 = tuition per module
- \$3,600* = discounted full tuition

**Registration and full payment by August 31, 2011*

**Companies enrolling three or more employees consecutively*

**Non-profit organization are eligible for this discount*

All course materials and parking are included in the program fee.

If you have any questions about the Graduate Finance Certificate Program please call or e-mail the director, Charles "Chip" Ruscher or the facilitator, Jeanne Milazzo

Professor Charles "Chip" Ruscher, Director
214.768.3150
cruscher@cox.smu.edu

Jeanne Milazzo, Facilitator
214.768.4155
jmilazzo@cox.smu.edu

To register for the Graduate Finance Certificate Program please fill out the registration form on the following page (front and back) and mail with your payment to:

The Graduate Finance Certificate Program
ATTN: Jeanne Milazzo
SMU/ Cox School of Business
PO Box 750333
Dallas, TX 75275-0333

OR

FAX To: 214.768.4099

SMU does not discriminate on the basis of race, color, national or ethnic origin, sex, age, or disability.

Organization: _____

Position: _____

Dates: _____

Organization: _____

Position: _____

Dates: _____

What finance issues would you like to see covered in the program?

How did you learn about the program?

I intend to be evaluated when taking this course as follows:

Pass/Fail

Grade

I will want continuing education credits:

CPE (members *Texas Society of CPAs*)

CME (members *Dallas Country Medical Society*)

I have included the \$100 Non-Refundable Registration Fee

\$100 non-refundable registration fee **must accompany your registration form** (invoice for balance due)

OR

I will pay Registration Fee AND make a Tuition Payment at this time

\$4,000 full program tuition

\$3,700 *discounted full program tuition (*payment received before August 31, 2011, company enrolling 3 or more employees **at the same time** or non-profit organization)

\$1,500 tuition payment plan for module one (\$1,400 each for module two and three)

Personal Check*

Company Check*

Credit Card (you must go online to give your credit card information)

*Make payable to: **Southern Methodist University**

You may prefer to use the registration form on our web site:

www.cox.smu.edu/web/executive-education/graduate-finance-certificate-program