Deliver strategic value through finance.

ROLE OF A CFO: INTEGRATING STRATEGY AND FINANCE

December 17 - 20, 2019
ISB, Hyderabad Campus
Deliver strategic value through finance.

**Role of a CFO: Integrating Strategy and Finance**

Staying within your comfort zone is no longer an option for captains of industry. This is especially true of CFOs whose role has witnessed a dramatic shift. Evolving from a numbers-driven role, they are now also responsible for shaping and driving organisational strategy. Critical business activities like cybersecurity and defining metrics for innovation, also make significant demands of their time. Successful CFOs of tomorrow need to learn how to deliver strategy-led value across the enterprise, today.

**Programme Details**

December 17 (9.00 am) - 20 (5.00 pm), 2019 | ISB, Hyderabad Campus

**INR 2,00,000 plus GST @ 18%**

Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability.
About the programme

This programme is designed to give you a strategic perspective on financial leadership, with an emphasis on leading in today’s environment of rapid change and growing global opportunities. The programme will also help you become an effective strategic leader and master the latest developments in corporate finance. Participating in the programme will prepare you to lead your organisation’s growth activities with financial discipline and strategic insight.

Who should attend?

This programme is designed for senior finance executives from large and medium-sized enterprises, involved in the strategy process in their organisations and who are moving to a general management position from a financial position. CFOs and Senior Vice Presidents (Finance) in fast-growing enterprises will also find the programme to their advantage. Ideally, teams of two or more executives from the same firm are encouraged to participate in this programme.

Key learning takeaways

The programme is anchored to self-evaluations and peer discussions, enabling you to gain a multidimensional view of your business in the context of other contemporary businesses.

“ISB is a great place for executives to take a step out of the corporate world, and enhance their skills”.

Viniesh Wadhwa
- Division Finance Office, South Asia, Mastercard
Key concepts covered

- Strategies for enterprise transformation and growth
- Process of value creation
- Industry and competition analysis in a global context
- Building organisational capabilities for competitive advantage
- Choosing the right capital structure
- Designing the right capital budget process
- Firm valuation models
- Portfolio analysis
Key day-wise outcomes

Day 1
- Capabilities based competitive advantage
- Value creation and value metrics
- Creating value through capital investments

Day 2
- Financial global growth
- Valuing firms
- Going global
- Competing with global giants

Day 3
- Organic vs inorganic growth
- Mergers and acquisitions
- Corporate strategy
- Leading organisational change

Day 4
- Changing strategy
- Structuring a deal
- Merger negotiations
How this programme benefits organisations

• Develop processes and strategies for value creation
• Gain expertise to shape and drive internal growth strategies
• Spark innovation while maintaining financial discipline

How this programme benefits individuals

• Enhance your decision making as a financial leader
• Learn to identify and assess profitable business ventures
• Gain the skills to lead mergers and acquisitions
Faculty

Sankaran Venkataraman is the MasterCard Professor of Business Administration and Senior Associate Dean of Faculty and Research at the Darden Graduate School of Business Administration, University of Virginia. He teaches MBA and executive level courses in strategy, entrepreneurship and ethics. An educator in entrepreneurship, he has published extensively and is recipient of the prestigious IDEA Award for Foundational Research in Entrepreneurship, instituted by the Academy of Management. He consults with Fortune 500 companies and is advisor to firms, universities and government organisations.

Sreenivas Kamma is the Chairperson, Finance Department, Associate Professor of Finance at the Kelley School of Business and an Arthur M Weimer Faculty Fellow. His research interests are in corporate governance and corporate financial policy. He is a recipient of several awards including MBA Teaching Excellence Award (1993) and Member, Best Paper in Corporate Finance Committee, Financial Management Association.

“The programme provided an excellent framework for CFOs to connect strategy and finance”.

Shrinivas Kulkarni - Vice President, Finance, Cyient Ltd.
How to apply

Download the application form at [www.isb.edu/cee/apply](http://www.isb.edu/cee/apply) and follow the mailing instructions mentioned therein (or)

Write to us at [execed@isb.edu](mailto:execed@isb.edu) (or)

Call us on +91 40 2300 7041/42

For further information about the programme, visit [www.isb.edu/cee/RFCO](http://www.isb.edu/cee/RFCO)

Write to us to know more about the benefits of being a part of the CEE Alumni community.

Corporate Identity Number: U80100TG1997NPL036631

ISB CEE reserves the right to make changes in the programme without prior notice. Please check with marketing services for the final schedule.