

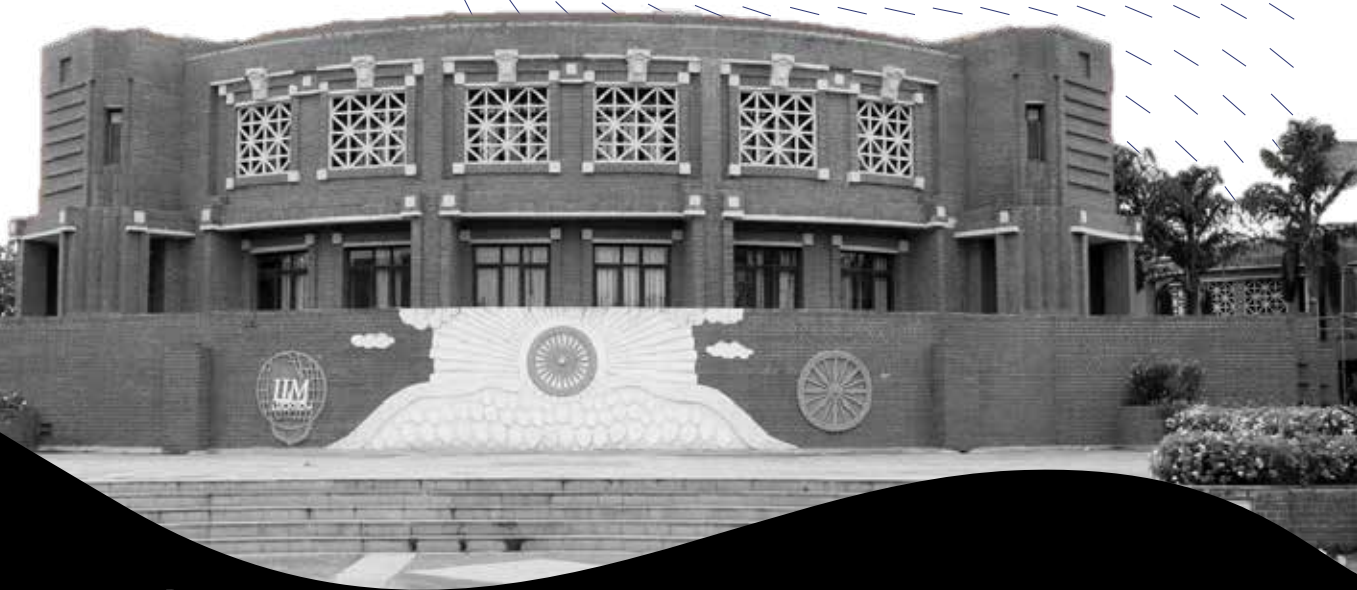
WileyNXT



IIM Lucknow - Wiley Executive Program in **STRATEGIC FINANCE**

For Emerging CFOs and FPNA Leaders

9 MONTHS | ACTION LEARNING EXPERIENCE



Claim your
IIM Lucknow
MDP Alumni Status

IIM Lucknow and Wiley present

The only Executive learning program that builds strategic financial leadership skills for future -focused CFOs and their teams, ready to drive growth in a fast-evolving business landscape and navigating through a disruptive digital economy.

Program Curriculum

Module 1: The Emerging CFO Role

- Changing CFO Responsibilities
- Digital Enabled Business and Tech Landscape
- Strategy in Corporate Finance
- Financial Markets and Regulatory Landscape

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Module 3: Business Model and Impacts

- Business Model Generation
- Customer Orientation and Lifetime Value
- Platform Models and Platform Economy
- Financial Markets and Regulatory Landscape
- Business and Product Model Innovation

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Module 5: Strategic Thinking and Financial Leadership

- Introduction to Strategy
- Strategic Choices and Value Creation
- Leading legacy Organizations with New Business Models

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Module 7: Capital Structure

- Theory of Capital Structure
- Taking company Public via IPO
- Debt Recapitalization
- Earnings Management and Investor Interfacing

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Module 2: Capital Budgeting, Technology and Information

- Technology and Data Assets
- Cost of Capital
- Investment Criteria for Capital Budgeting
- Optionality in Investment Decisions
- Data Driven Financial Decision Making

2

Module 4: Valuing Businesses

- Principles of Business Valuation
- Accounting Policies, financial statements and valuation
- Valuation of Start-ups
- Valuing digital business models

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Module 6: Mergers and Acquisitions

- Principles of Mergers and Acquisition
- Role of CFO in deal structuring
- Managing Post Integration Challenges

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Module 8: Strategic Thinking and Financial Leadership 2

- Strategy Audit
- Leading Growth and Innovation through Uncertainty
- Leading Start Ups in Growth Phase

Module 9: Treasury Management

- Fixed Income Securities
- Cross Currency Exposure
- Derivatives Securities

Module 11: Importance of Business Environment

- Volume, Profit, Cost Analysis
- Competing on Price in Oligopolistic and Competitive Markets
- Strategies to Fight Low Cost Rivals
- Dynamic Economic and Business Environment

Module 13: Leadership and Talent Management

- Problem Solving and Driving Innovation Using Design Thinking Principles
- Leading Remote Organizations and High-Performance Teams
- Execution Focus and Challenging Mindsets
- Leading Future of Work and Second Level of Leadership

Module 15: CFO Communications

- Managing Investor Relations
- Strategic Persuasion with Storytelling of Financial Data
- Crisis Management and Communicating During Disruptions

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Module 10: Risk Management

- Asset Liability and Management
- Credit market and Operational Risk Management
- Information Security

Module 12: Fintech and Tech Driven Financial Services

- Fintech Landscape and Fintech for Investments
- Emerging Technologies: AI and Blockchain
- Digital Payments and Remittances
- Strategic Management of Digital Financial Services

Module 14: CFO and Corporate Governance

- Good Governance Practices
- Role of Board and Audit Committee, Engaging the Board
- Regulations and Supervisions in Digital Businesses

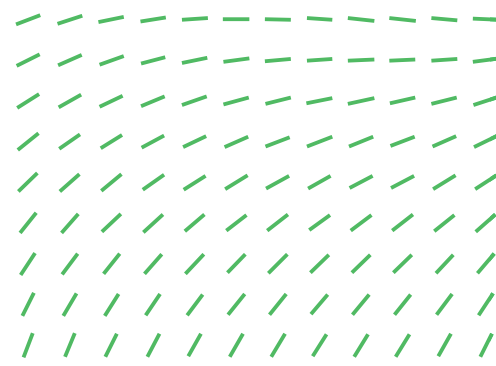
Module 16: Ethics and Responsibilities

- Ethical Dilemmas, Anti-bribery and
 - Anti Corruption Regulations
- Sustainable Investing
- Data Privacy

Complimentary Add-on Courses and Sessions

- Analytics, BI and Tableau Overview
- Data Storytelling and Communicating key Insights with Visualization
- Design Thinking for Problem Solving

Key Information



Program Commencement Date	13th February, 2021
Program Duration	9 Months 186 Hours
Class timings	Scheduled timings on weekends
Immersion*	4 Days <i>*subject to Covid 19 Government advisory/ restrictions/ developments</i>
Exams and Evaluations	Evaluations and assignments will be provided throughout the program
Masterclasses	7+ Sessions
Program Fee	INR 2.49 Lakhs + Taxes INR 10K + Taxes for IIM-L MDP Alumni Status (<i>Optional</i>) EMI plans available Get early bird discount of 5%* <i>*Contact your program advisor for last date</i>

Get in Touch with Our Program Advisor



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