

Marmara University & Business Management Institute

The Emerging CFO / Strategic Financial Leadership

Dates: 16 February – 23 March 2019 (12. Group)

Place: Barbaros - Point Hotel / Istanbul

Duration: 6 Weekends – 11 Days (Saturday – Sunday)

Purpose of the Program

Strategic Financial Leadership – The Emerging CFO Program aims to prepare finance department professionals for the top financial position (CFO position) in a company. So on, program is focused to develop strategic perspective, leadership skills and financial management knowledge of the experienced finance department professionals.

11 day long program includes all the competencies and technical knowledge which will be need for a financial leadership position in a company. The Emerging CFO: Strategic Financial Leadership Program combines finance with strategic thinking and leadership skills. During the program, participators will work closely with the best academicians of Turkey in the area of finance. Also they will have the opportunity to participate coaching and experience transfer sessions of industry's leading CFOs.

Targets

Strategic Financial Leadership – The Emerging CFO Program will;

- Transfer the financial management and technical knowledge needed for the CFO position
- Develop strategic thinking skills and strategic financial management competency
- Introduce CFO's strategic position and importance for the company
- Strengthen leadership skills and management competencies
- Inform on new techniques and methodologies in finance, strategy, and leadership
- Lead to gain a greater understanding of current trends in finance

Kimler Katılabilir

The Emerging CFO Program is ideal for those who aspire to become strategic CFOs. It's specifically designed for: Senior finance executives with at least 7 years of work experience, at least 5 years of financial management experience, and a level of managerial responsibility within your organization.

At least university graduates in relevant area with at least 5-7 years of financial management experienced professionals will be suitable for the program.

For board members, chairmans, general managers and company owners, 5 years of finance and accounting experience requirements will not be applied.

Certification

Only the participants who follow at least %70 of the program and who succeed in the final exam, will be rewarded by Marmara Universities' official "Strategic Financial Leader Certificate".

Program Content

Generally following topics will be discussed in the certificate program, which will last a total of 11 days.

- **CFO's Role and CFO's Importance in Strategy Building**
- **Effect of CFO Vision to Company Strategy -**
- Macro-economic Trends and their Impacts -**
- Strategic Management & Strategic Thinking -**
- Strategic Financial Management**
- **Company Valuation Methods & Techniques**
- **Internal Audit & Internal Control**
- **Risk Management**
- **Preventing Abuse and Fraud in Business**
- **International Financial Reporting Standards**
- **IFRS Workshop & Exercises**
- **Tax Types & Planning**
- **Tax Accounting & Management**
- **Tax Planning Workshop & Exercises**
- **Strategic Planning & Budget**
- **Strategic Planning & Budget Workshop**
- **Technology & Information Management for Finance**
- **Merger & Acquisition Strategies**
- **Corporate Governance**
- **Corporate Finance & Project Finance & Debt Instruments**
- **Turkish Trade Law & Impacts**
- **Finance Function Strategy & Vision**
- **Finance Function Performance & Reporting**
- **CFO & Leadership**
- **Management Structure & CFO Vision**
- **CFO - CEO Interaction**

Trainers

- Adnan Nas - Global Yatırım Holding - Yönetim Kurulu Üyesi
Derya Hatiboğlu - Vodafone - CFO ve Başkan Yardımcısı
Mustafa Tercan - Yıldız Holding - CFO
Hande Şenova - KPMG - Head of Advisory/Deal Advisory Partner
İzzet Özberki - Arkan & Ergin - Corporate Finance Partner
Yenal Koçak - Yaded - Eski Bankacı & Eğitmen
Yasin Altunkaya – Data Expert - Partner
Emre Özbek - İstanbul Startup Angels - Partner
Prof. Dr. Nuran Cömert – Marmara Üniversitesi – İşletme Fakültesi
Prof. Dr. Barış Sipahi – Marmara Üniversitesi – İşletme Fakültesi
Prof. Dr. Cengiz Bahçekapılı – Marmara Üniversitesi – İşletme Fakültesi
Prof. Dr. Refika Bakoğlu - Marmara Üniversitesi - İşletme Fakültesi
Doç. Dr. Özgür Çatıktaş - Marmara Üniversitesi - Bankacılık ve Sigortacılık MYO
Doç. Dr. Erkan Aydın - Marmara Üniversitesi - Akademisyen
Doç. Dr. Şevket Sayılğan - Marmara Üniversitesi - Akademisyen
Doç. Dr. Mert Erer - Marmara Üniversitesi – Akademisyen

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