

# Certified Mergers & Acquisitions Professional Program

## PROGRAM OVERVIEW

Competitive forces in the global economy have rendered mergers and acquisitions (M&A) an essential tool for companies to manage growth and maximize shareholder value. In addition, the unprecedented arsenal of cash on corporate balance sheets and in private equity funds continues to fuel substantial M&A opportunities for companies of all sizes and different ownership structures.

The Certified Mergers & Acquisitions Professional (CM&AP) Program from the Coles College of Business's M&A Academy provides participants with the analytical and business tools needed to manage successful M&A transactions from strategy assessment to valuation, diligence, negotiations, and execution. It is ideal for M&A intermediaries and other professionals, as well as senior management and business owners of the companies they serve.

## THIS PROGRAM IS IDEAL FOR:

- M&A professionals and advisors interested in deepening their technical knowledge and practical execution skills.
- Company executives/owners considering M&A alternatives for maximizing shareholder value.
- Managers responsible for leading and executing acquisition and divestiture transactions.

## PROGRAM BENEFITS

During the CM&AP Program, participants will:

- Evaluate strategic alternatives for maximizing shareholder value through acquisitions.
- Value a target company using discounted cash flow analysis, market/transaction comparables, and other techniques.
- Perform financial and business diligence, and create a framework for performing quality of earnings analyses.
- Evaluate creative accounting and tax structures for an acquisition.
- Consider alternative financing structures and the optimal acquisition capital structure, including private equity.
- Review various negotiation tactics used in successful M&A transactions.
- Review legal issues and pitfalls and best practices involving purchase and sale agreements.

"As a graduate of the MBA Program at the Coles College of Business, I was well prepared for a leadership role in M&A at UPS. The M&A Academy certification program from Coles is a value-added experience for anyone actively involved with M&A strategy and implementation."

**Ernie Caballero**  
*CFO, Europe Region*  
*United Parcel Service*

"I have great respect for the faculty at Coles College of Business and their excellent courses focused on M&A. The Certificate in M&A Program is comprehensive, analytically rigorous, and highly relevant for the executive or manager involved in M&A activities."

**Tommy Hudspeth**  
*Transaction Partner*  
*PwC*

"I've been in the M&A advisory business for over 32 years. I've been through lots of training over this period, and I can tell you that, within just the second day (of the CM&AP program), I've already learned more than I've learned in any other training in this specific field."

**Larry Hughes**  
*President*  
*The Hughes Group & Associates*

## PROGRAM LEAD FACULTY



### **Michael S. Salvador, Ph.D.**

*Executive Director, Executive Education Programs  
Coles College of Business, Kennesaw State University*

Prior to joining Coles College, Dr. Salvador spent 35 years in management consulting, including 19 years with EY where he was Partner-in-Charge of the consulting practices in four major U.S. cities, including an M&A consulting practice based in Dallas, Texas covering 17 offices in the Southwest Region. He also served as a National Partner and member of the firm's National Management Consulting Committee, and led the post-merger U.S.-wide integration of several of the consulting practice areas of predecessors firms Ernst & Whinney and Arthur Young.



### **J. Larry Stevens, CPA**

*Executive-In-Residence & Visiting Professor  
Coles College of Business, Kennesaw State University*

Prior to his academic career, Mr. Stevens was a partner for 26 years at PwC, where he led a team of specialists involved in all aspects of mergers & acquisitions, financial due diligence, valuation analysis, financial and tax structuring, and transaction advisory services. His leadership roles with the firm included serving on the National Corporate Finance Executive Committee; and as Partner-in-Charge of Corporate Finance for the Southeast Region.

**Additional Faculty.** Throughout the five-day program, there will be several panels and guest speaker venues involving other members of the Coles College faculty and prominent M&A subject-matter-experts from the business community.

## PROGRAM DETAILS & TUITION

**Participant Certification:** Participants who attend the five-day program earn a CM&AP certificate from the Coles College of Business at Kennesaw State University, and are deemed to have successfully satisfied the initial educational requirements of the M&A Master Intermediary (M&AMI) designation from The M&A Source ([www.masource.org](http://www.masource.org)), one of the nation's largest organizations of mid-market M&A advisory professionals. In addition, the program also qualifies participants for CPE and CLE continuing education credits.

**Tuition:** \$3,750 (covers, all program materials, daytime catering, midweek reception and dinner, and optional special sessions). Discounted tuition is available for multiple participants from same company.

## PROGRAM MODULES

### **Module 1**

M&A Strategy: Maximizing Value with the Right Transaction

### **Module 2**

M&A Transaction Valuation

### **Module 3**

The M&A Process: Best Practices in Planning, Process, and Execution

### **Module 4**

Preparing for a Potential M&A Transaction: Due Diligence & Financial Analysis

### **Module 5**

M&A Deal Structuring & Negotiations

## LOCATION

Coles College Executive & Graduate Business Center, 3333 Busbee Drive, Kennesaw, GA 30144. Special lodging rates are available at hotels in close proximity to the Center.

## REGISTRATION

**Seating is limited;** please register early. For discounts for multiple participants from the same company; billing/payment arrangements; seat availability or arrangement for temporary hold of seat(s); or other registration questions, contact **Ms. Jenifer Renshaw**, Assistant Director of Executive Education Programs at Coles College: [Jen\\_Renshaw@kennesaw.edu](mailto:Jen_Renshaw@kennesaw.edu) or **470-578-6050**.