

The top half of the image features a light gray background with a white line graph. The graph has six data points connected by lines, showing an overall upward trend. The area under the line is filled with a light gray gradient. In the top left corner, the letters 'CFO' are written in white on a dark blue rectangular background.

CFO

## **Strategic Financial Leadership Certificate Program**

Emerging Leader CFO | CFO Development Program

BMI Executive Education

# About the Program

Strategic Financial Leadership – Emerging Leader CFO Program, aims to enhance professionals experienced in financial management, with a robust set of skills in strategy, financial expertise and leadership, in order to prepare them for the senior level finance positions within the organization.

In this regard, it aims to train well-qualified CFOs who has strong leadership and strategic thinking capabilities, supported by deep knowledge on current business and finance trends.

Program content focuses on technical knowledge, social skills and management competencies that required for being a successful CFO in today's business world. During this 10-day executive education program, participants will work with leading experts and academicians of Turkey in areas such as economy, financial management, accounting, audit, tax. Moreover, through coaching and experience sharing sessions with outstanding CFO's and management consultants of the industry, they will review up-to-date examples and cases, and obtain practical knowledge and competencies to lead their organization through globalization and growth.

**Program Length: 60 Hours (5 Weekend) | Location: Istanbul / Turkey**

**Frequency – Sessions: 2 Times / Year – Q2 and Q4 | Capacity: Max. 20 Participants\***

\* In order to keep diversity of the participant profile, for each session, applications are reviewed regarding the industry, level and function of the applicants. Thus to secure your seat at the program we highly suggest applicants to apply in advance or reserve a seat at the upcoming session.

## Objectives

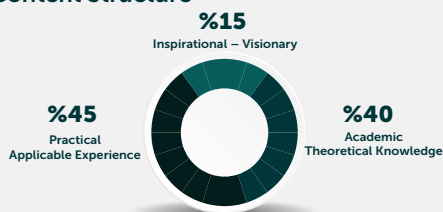
**Strategic Financial Leadership Certificate Program empowers its participants by;**

- Developing necessary finance and management know-how for becoming a successful CFO,
- Keeping up with emerging trends and methodologies on strategic financial management, analysis, reporting and planning
- Improving communication, mentorship and leadership skills that will be required for managerial positions,
- Enhancing your capabilities to develop financial strategy and planning that would lead your organization to its objectives,
- Enabling to lead your organization and your team in elevating to a strategic and innovative perspective on finance and related issues,
- Gaining a greater understanding of current trends in finance and global economy, prepares for upcoming changes and digital transformation

### Focus Areas



### Content Structure



# Who Should Attend?

This executive education program is designed to develop business professionals experienced in finance, accounting, budgeting, audit, tax and other related areas. Business professionals, who have at least five years of experience in these areas, and who work as a middle – senior level managers in their institutions or are nominated as manager candidates, are suitable applicants for this program.

In addition to this, participation of SME owners, board members, general managers and senior manager in other departments such as sales, technology, and marketing, who wish to develop themselves on strategic finance management, are also accepted as suitable profiles for this program.

## Participant Profile

### Top 5 Industries

%28	Banking and Financial Services
%22	IT Services and Software
%12	Fast Moving Consumer Goods
%11	E-Commerce and Services
%9	Pharmaceuticals and Medical Services
%26	Other

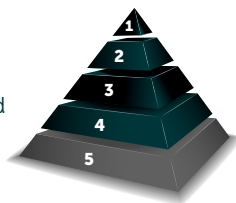


### Top 5 Business Titles

%22	Finance Manager
%18	Finance Director
%14	Branch / Office Manager
%11	Finance & Accounting Responsible
%9	Financial Controller
%20	Other

### Organizational Level

%40	Level 3 – Mid-Level Executives, Managers, Assistant Manager
%30	Level 4 – Senior Specialists, Consultants, Team Manager
%20	Level 2 – Senior Executives, Directors, Department /Function Head
%10	Level 1 – C-Level Executives, General Managers, Board Members
%0	Level 5 – Specialist, Assistant Specialist, Analyst



\*Based on organization and title information of business professionals who have participated to the program within the last three years (last six sessions).

**For further information please get in touch with our education consultant.**

**The Emerging Leader CFO – Strategic Financial Leadership Executive Education Program enables you to harmonize your financial expertise with strategic thinking and leadership skills.**

## **Who is CFO? - CFO and Management**

### **Organization Structures in Turkey and Strategic Management**

- Responsibilities of Modern CFO in the Management of Organization
- Strategic Role, Duty and Objectives of CFO
- Impact of CFO Perspective to Organizational Strategy  
Strategic Leader CFO
- Main Responsibilities of Finance Function, CFO and Functional Management

## **Macroeconomy, Macroeconomic Analysis**

### **Main Macroeconomic Indicators for Managers**

- Macroeconomic Trend Analysis
- Evaluation and Interpretation of Macroeconomic Indicators and Trends
- Macroeconomy, Company and Strategic Finance Management
- Current Macroeconomic Trends, Turkey – Global Economy and Finance

## **Tax Types, Planning and Administration**

- Tax Planning and Basics of Tax Law for Managers
- Importance of Tax Management and Planning
- Frequent Cases, Examples and Practices

## **Strategic Planning and Budget Planning Techniques**

- Strategic Management and Strategic Planning
- Objectives and Methods of Strategic Budget Planning
- Budget Preparation, Control, Reporting and Analysis

## **Strategic Finance Management**

- Strategy Design, Implementation and Execution
- Strategic Roadmap and Financial Management
- Purpose and Scope of Strategic Finance Management

...contd



## **Effective Financing, Project Financing, CFO – Bank Relationship**

- Developing and Managing Relationship with Banks and Financial Institutions
- Short-term / Long-term Financing, Bank Credit / Borrowing, Liquidity Management
- Project Financing Credits, Financing Factors, Efficient Use of Financing

## **Internal Auditing, Internal Control, Prevention of Fraud, Misconduct, Scam**

- Internal Control and Risk Management, Role of Internal Audit
- Corporate practices to prevent fraud, misconduct, scam
- CFO's Role for Internal Audit and Control

## **International Financial Reporting Standards, Turkish Commercial Law and Practices**

- Financial Reporting Standards, TCL, IFRS Balance Sheets
- IFRS Analysis, Evaluation and Interpretation
- IFRS Practices and Case Studies

## **CFO, Strategy and Leadership**

- CFO's Area of Responsibility, Team Management and Leadership
- CFO Vision and Perspective for Organizational Development
- Finance Function Objectives, Strategy and Vision
- CFO's Strategic Role in Investment and Growth Processes
- Company Valuation, Mergers & Acquisition Projects, Role of CFO
- Board – CFO Relationship & CFO as a Strategic Partner
- Developing World and CFO, Digital Transformation and CFO

## **CFO Career Planning & C-Level Career Management**

## **Strategic Financial Management - Case Study / Workshop**



# Faculty

During this 10-day executive education program, participants will work with top experts and academicians of Turkey in areas such as economy, financial management, accounting, audit, tax. Moreover, through coaching and experience sharing sessions with leading CFO's and management consultants of the industry, they will review up-to-date examples and cases, and obtain practical knowledge and competencies to lead their organization through globalization and growth.

<b>Adnan Nas</b>	Global Yatırım Holding – Board Member
<b>Bülent Sabuncu</b>	Koton – General Manager
<b>Derya Hatiboğlu</b>	Asaş Aliminyum – General Manager
<b>Ediz Haşmet Kökyazıcı</b>	Demirören Medya Grubu - CFO
<b>Erdal Ekinci</b>	Esin Avukatlık Ortaklığı – Partner
<b>Erdinç Güzel</b>	Unifree Duty Free – CFO
<b>Hande Şenova</b>	KPMG – Partner
<b>İzzet Özberki</b>	Arkan & Ergin – Partner
<b>Mustafa Tercan</b>	Yıldız Holding – CFO
<b>Mustafa Darman</b>	Abdi İbrahim İlaç – CFO
<b>Yenal Koçak</b>	Yaded – Management & Banking Consultant
<b>Yasin Altunkaya</b>	Data Expert Executive Search – Partner
<b>Doç. Dr. Ercan Çalış</b>	Marmara University – Associate Professor
<b>Doç. Dr. Şevket Sayılğan</b>	Marmara University – Associate Professor
<b>Prof. Dr. Barış Sipahi</b>	Marmara University – Professor
<b>Prof. Dr. Nuran Cömert</b>	Marmara University – Professor
<b>Prof. Dr. Cengiz Bahçekapılı</b>	Marmara University – Professor
<b>Prof. Dr. Erkan Aydın</b>	Marmara University - Professor

\*Guest speakers and business executives are arranged each session, regarding to the participants industry, level and function diversity.

For the next sessions guest speaker list please get in touch with education consultant..

## Certification & Alumni Community

Participants who follow the program courses at the rate of %70 and who succeed in the exam at the end of the program will be entitled to the official “Strategic Financial Leadership” Certificate by BMI Business School.

On leaving the Emerging Leader CFO Program, you become a full member of the BMI Alumni Community, which is open only to graduates of our Executive Education participants. In this regard, BMI Alumni Community Members can attend to workshops, seminars and events organized specially organized for this community to ensure life-long education objective. Members of this community also benefits from special discount rates for participation in all training, conference and summit programs organized by BMI.

## Pricing & Registration

For the academic year of 2021, program tuition fee is determined as 9.000 TRY + VAT.

- Tuition fee includes all educational materials, all-day refreshments and lunch.
- Early registration period is 30 days before the start date of the program, early registrations benefits %10 discount rate.
- Group participation of three or more people, benefits %10 discount rate.
- BMI Alumni Community Members benefits %25 discount rate for participation to the program.
- It is not possible to cancel your registration until 10 days before the start of the program.

In order to register for the program, the application form must be filled in completely and sent to the training advisor.

Applications then will be reviewed by the admissions committee, in order to observe diversity of the participant profile and in terms of relevance with the prerequisites of the program. Candidates admitted to the program, then will be directed to complete the payment and registration process.

## Further Information & Contact Us

**Program Coordinator – Aysel Yapar / BMI Education Consultant**

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As the global economy, capital markets, risk factors and organizational strategies are changing at an unprecedented speed in today's world, CFO's role within the organization is changing and expanding. Nowadays, finance department ceased to be an operational function that follows financial figures, but became a strategic partner plays a key role in the success of the organization.

**Emerging Leader CFO – Strategic Financial Leadership Certificate Program,**

unlike conventional financial management trainings, develops its participants in order to be able to; strategically evaluate challenges and opportunities within the market, analyze organization-wide concerns and objectives, enable to position the finance function in a strategic role to lead organizational development and growth. After the program, you will return to your organization, with a robust set of skills to lead your organization through globalization, competition and growth.

# Turkey's Leading Business School

**BMI Business School Istanbul Headquarters**

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