



# BERKELEY EXECUTIVE PROGRAM IN MANAGEMENT |

## Core Foundational Courses

In collaboration with Harvard Business Publishing, Northwest Executive Education will deliver two online foundational courses followed by in-class finance bootcamp.

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### Course 1 | Financial Accounting (Online)

The Financial Accounting module from Harvard Business Publishing is an introduction to the fundamental concepts of financial accounting in a management context. The module teaches participants how accounting systems are used to record the day-to-day economic activities of a business and places special emphasis on understanding accounting terminology. Participants learn fundamental accounting concepts and then apply those concepts in a detailed examination of the financial statements used to describe the business. Throughout the module, participants are presented with real-world challenges that require them to interpret the financial data to find answers.

### Course 2 | Corporate Finance (Online)

This module from Harvard Business Publishing provides a fundamental understanding of the principles, analytical tools, and knowledge needed to make good investment and financing decisions. The module introduces participants to finance ratios, forecasting methods, capital structure theory, and risk-return analysis and then asks them to apply these concepts in several different approaches to valuing a business.

### Course 3 | Finance Bootcamp

Financial accounting and Corporate Finance module are followed by an in-person two day module delivered by Northwest Executive Education focused on applying the principles learnt on multiple domains. This module also explores applications in valuations in context of Venture Capital, Mergers & Acquisitions and Private equity transactions.

### Course 4 | Workshops

Our partner, Northwest, will deliver workshops on topics contextual to India or a skillset that is absolutely essential and required to grow as a senior executive. Below is a list of topics covered in workshops led by industry professionals that will take place in between the academic modules..

- Expert problem solving techniques
- Managing successful operations
- Balanced Scorecard
- Managing your professional career
- Business model transformation

- Exponential and disruptive technologies

## **Course 5 | Capstone Project**

The program includes a capstone project focused on implementing the learning within the program, in the context of your current or future work place. The project topics could include a business plan proposal for the organization to expand into a new area, a specific business challenge at your workplace, or an interesting opportunity in the broader industry landscape. Northwest Executive Education will work one on one with participants to help them identify impactful projects. The capstone project will have three phases at an Individual or team level:

- Initiation and planning
- Midterm project review and workout
- Final presentation to faculty panel and feedback session

## **Course 6 | Industry Visits and Speakers**

As part of the program, participants will be introduced to the innovation ecosystem of Silicon Valley and San Francisco-Bay area. This will be achieved through visits to:

- Organizations that have developed and sustained a corporate innovation ecosystem
- Exciting startups which are on the forefront of innovation and breakthrough business models
- Accelerators and incubators that are deeply embedded in the entrepreneurial ecosystem of the Valley and constantly tracking patterns for identifying next big opportunity

Participants would get to hear from and interact with senior executives from some of these organizations and engage in a Q&A, helping them decipher success code, culture and values of this ecosystem.