

# STRATEGY EXECUTION VALUATION (SEV)

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## SEV 611 | RETURN DRIVEN STRATEGY | 4 quarter hours (Graduate)

This course provides a framework and strategic skills that will enable Kellstadt students to make a significant impact on the future of their organizations and in their careers. The seminar course focuses on the Return Driven Strategy framework which describes the 11 tenets of successful business strategy, leveraging genuine assets, managing significant forces of change and understanding strategic valuation. This seminar course will focus on a deep analysis of the strategies and successful value creation of great companies. Each student will participate in a team project to apply the tenets of Return Driven Strategy to a high performance company. The Return Driven Strategy framework will be useful for MBA candidates working in various areas of corporate management, management consulting, investment banking, equity research, and for entrepreneurs. The seminar-driven course will include an executive seminar session for the morning session of the first day which will include presentations by executives and top thought leaders in strategy.

**(ACC 500 or ACC 502 or its equivalent) or (status as an MS Audit and Advisory Services student) is a prerequisite for this course.**

## SEV 621 | STRATEGY EXECUTION | 4 quarter hours (Graduate)

The course focuses on strategy execution and strategic performance measurement, including the balanced scorecard and value-based management as frameworks for describing and executing strategy. The course includes the latest developments in Strategic Risk Management and the implications for strategy and performance measurement. The course will study how high performance companies measure and manage performance, strategic risk, and corporate sustainability performance, as well as the ethical dimensions of strategy and execution. The seminar-driven course will include an executive seminar session for the morning session of the first day which will include presentations by executives and top thought leaders in strategy execution.

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## SEV 641 | STRATEGIC VALUATION | 4 quarter hours (Graduate)

This course focuses on leading practices in valuation and practical methods for driving valuations from strategic corporate analysis. The course shows the link between strategic analysis and valuations - converting our qualitative understanding of company initiatives into quantitative forecasts and valuation models. The guiding principles for developing valuation models, and the tools and techniques for enhancing that analysis are introduced. This course builds a skillset for evaluating other valuation models and a first-hand experience in building valuation models for companies. The course differs from traditional treatments in its focus on the actual building of valuation models directly from financial performance and the valuation projects based on real-time data. This course is co-designed and co-taught by Dr. Mark L. Frigo, and Joel C. Litman, Clinical Professor of Business Strategy at DePaul's Kellstadt Graduate School of Business. They have been combining their efforts in the research, study, and development of business strategy models and frameworks for execution and value-creation and have assisted a wide range of public and private companies in the application of these concepts.

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