



How much is it worth?

Tools to assess the value of a business

Trainer: Sisto Merolla, Service Marketing, Business Development and Operations Senior Director at Ariston Group, Lugano, Switzerland.

About the Workshop

Creating value for its shareholders is the main goal of a business. Measuring value can look obscure on the surface, and there surely are complex techniques, but there are some key indicators and some basic methodologies which should be part of the toolkit of any manager or professional.

Learning Objectives

The workshop is designed to provide students with a basic overview of the methodologies to understand the health of a business and have a first idea of its value, by looking at current and prospective financial statements. The learning method is practical and participative, balancing the necessary theoretical foundations with practical exercises, class discussions and small groups work.

Students will learn how to:

- Look for specific indicators in the financial statements, in order to quickly get a big picture view of the value the company is creating
- Apply some simple and well-established methodologies to perform a valuation of a business
- Read and criticize a business plan.

Syllabus Details

Module 1: The Value of a company

- Different possible definitions of Value
- ROE, and no, we are not talking about abortion rights
- Debt: A Pact with the Devil?

Module 2: Calculating the Value

- Back to primary school: comparables and multiples
- One Euro today is worth more than one Euro tomorrow: discounted cash flows

Module 3: Beyond Value Calculation

- How the “Barbarians at the Gate” made money: Capital Structure
- Acronyms, acronyms, acronyms: using DCF to calculate NPV and IRR

Module 4: I wanna be a startupper

- Is Excel always wrong? How to read, create (and destroy) a business plan
- Looking into the crystal ball: estimating growth

Module 5: Final Presentation

- Making the business case for an investment: how much is it worth it?

Who is it for?

This workshop is dedicated to MHR second-year students and MHR/MLS graduating students, who have successfully completed the International Business Management and Accounting course and want to develop a better understanding of how to grasp the big picture from the financial statements of a company and get

a first idea of the value of a business. No specific mathematical background is required but some ability with Excel is useful, as students will be required to perform exercises using Excel spreadsheets.

Final Evaluation

Students will be split into teams and will have to prepare a simple business case in which they recommend to an Investment Committee the investment into a business. Based on some basic information and business plan, they will have to assess the key assumptions, develop their own idea, define a price and the amount of investment into the business.

3 credits will be awarded to all students who have attended at least 80% of the meetings, prepared an example of a business plan, and participated in the Final Presentation.

Schedule

Five meetings. The first half of each Meeting will be dedicated to theory explanation and the second half to cases and practical exercises.

- October 27 (**in-person**), **8:30 a.m. - 12:00.**
- November 3 (online), **8:30 a.m. - 12:00.**
- November 10 (in-person or online), **8:30 a.m. - 12:00.**
- November 17 (in-person or online), **8:30 a.m. - 12:00.**
- November 24 (**in-person**), **8:30 a.m. - 12:00.**

Where: Seminar room “Conservatorio” (building 1, first floor).

The link for the online meetings will be sent to the participants.

How to apply

The number of attendants is limited and will follow the application request order.
To apply please within October 10 2022, send an email to

sisto.merolla@ariston.com

and c.c. mhr@unimi.it

OBJ: Workshop How much is it worth?

Info to include in the mail:

- ID number (matricola)
- Name/ Surname
- MHR/MLS - Year of Study