



Innovative center, MBA program launched to teach strategy, execution & valuation

Successful companies are characterized by leaders who craft winning strategies, mobilize employees to execute these strategies and develop systems that measure the value created. Yet few schools teach strategy, execution and valuation in an integrated way.

The Kellstadt Graduate School of Business has launched The Center for Strategy, Execution and Valuation, which is offering a new MBA concentration in strategy, execution and valuation, as well as executive seminars and research dealing with the topics that will benefit the business community.

The center was formed by three professors who have pooled many years of corporate strategy consulting and research: Mark Frigo, DePaul's Eichenbaum Foundation Distinguished Professor of Strategy and Leadership; Joel Litman, clinical professor of business strategy and director in equity research at Credit Suisse First Boston; and Keith Howe, the Scholl Chair in Finance at DePaul.

Co-directed by Frigo and Howe, with Litman among its executives-in-residence, the center has been generating considerable buzz on campus and in corporate circles since it opened its doors July 1.

Courses in the new MBA program concentration have long waiting lists. And seats filled up quickly for the center's September workshop for executives on "Strategic Financial Analysis for Effective Organizations."

Frigo and Litman, whose work is published in leading business journals including Harvard Business Review, say the center and its programs are popular because their approach differs greatly from traditional business school programs on the subject.

"Most business schools don't teach strategy and financial analysis together, even though a solid grasp of financial analysis is key to determining what represents great strategy and executing strategy," Frigo says. "We present a more holistic way of thinking about strategy and execution by fully integrating financial value creation into the discussion." The fact that both he and Litman are certified public accountants—an unusual credential for teaching strategy—makes this approach even stronger, he says.

The center's MBA and seminar programs teach the most recent strategy and execution frameworks used by top corporations, including Balanced Scorecard, Value-Based Management, Real Options Analysis, Cash Flow Return on Investment, and Return Driven Strategy.

The Return Driven Strategy model, developed by Frigo and Litman, focuses on a set of guidelines for designing, developing and evaluating strategy to drive superior financial performance.

"The center's emphasis on such advanced and proven strategy frameworks is the reason it has received such a positive reception from students and the business community," says Dean Arthur Kraft. "We have long been successful in building a well-regarded curriculum in our highly ranked MBA program," he says. "This new center carries on that tradition by driving the leading edge of business theory and application in strategy, execution and valuation."

Kellstadt will hold open houses for prospective graduate students interested in the new degree offering on Feb. 6, Feb. 21, March 27 and April 17.

For more information and to register, visit mba.depaul.edu/.



Frigo

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