



## Learning Objectives:

- Articulate the definition, key steps, and purposes for obtaining a business valuation.
- Recognize and properly utilize generally accepted business valuation terminology and concepts as published in the International Glossary of Business Valuation Terms.
- Identify the primary types of business valuation engagements and reports and the primary measures or standards of value as they are commonly utilized by professional appraisers.
- Review basic financial accounting principles including accrual versus cash accounting, the matching principle, the three primary financial statements and their inter-relationships.
- Examine business organizational structures and their related federal tax forms while comparing and contrasting IRS-driven financial reporting and Generally Accepted Accounting Principles or GAAP-driven financial statements.
- Recognize and apply NAICS and SIC codes within the context of utilizing industry financial benchmarking and market transaction database resources.
- Identify the key challenges, requirements, and nuances in conducting a valuation analysis for various special purposes.
- Learn and apply the classical valuation approaches (income, market and asset/cost approach), their related methods and data sources to analyze real life business challenges involving closely-held, owner-operated enterprises.
- Discover and utilize techniques which facilitate optimal information gathering during the valuation process and discuss and practice methods for interpreting and sharing the results produced within a valuation report.
- Apply the ARM Approach, its related methods and data sources, and the business valuation tools to analyze and value a private company and then compare and contrast the valuation outcome with the results generated via the BizEquity online algorithm.