

Fundamentals of Corporate Finance

From the business model to financial performance

WHO SHOULD ATTEND?

Project managers – Members of the financial communication department – Non-financial managers – Accounting managers – Consolidation managers – Internal Auditors

Prerequisite: *This training requires a basic understanding of the company and its economic processes.*

OBJECTIVES

- › Acquire the fluency and concepts necessary to adopt corporate finance
- › Understand the financial cycle of the company, the cash generation, the growth and the logic of investment and financing
- › Develop a concrete, dynamic and cross-functional vision of financial performance
- › Learn the fundamental aggregates and ratios, know how to calculate them, have references to evaluate them and to judge their evolution
- › Integrate the risk dimension, assess the expected impact of actions taken and prepare the decision-making

WHY SHOULD YOU ATTEND?

- › Knowing and mastering the vocabulary and basic concepts necessary to understand a company's financial issues is a challenge for everyone in the company.

This 100% online training course enables learners to progress at their own pace, and to implement each new concept, for an enhanced learning experience.

LEARNING DURATION: 18 HOURS

STARTING DATE*: OPEN

PRICE EXCL. VAT • COURSES 1+2+3: 720 €
• COURSES 4+5: 800 €

10% discount for 2 packages subscribed on the same day

(* E-learning course available online on dates of your choice

DETAILED CONTENT

22 interactive e-learning modules organized in 5 courses.

› Course 1 – General approach (3 modules – 1h30min)

- Company's financial cycle: Capital employed, Invested capital, Revenues, Net Operating Income, Cash Flow
- The financial stakes of a firm: profitability, financial autonomy, solvency, liquidity
- How to tackle with Corporate Finance: sector analysis, benchmarking, strategic positioning, performance review

› Course 2 – Sales and Profit (5 modules – 3h)

- Revenue and Sales evolution: how to measure sales evolution
- Cost structure: variable costs vs fixed costs, costs by nature vs by destination, production cost vs full cost
- Scissor effect, break-even and operational leverage
- Non-operating impacts in the income statement: forex effect, scope effect, other non-recurring effects
- Different levels of margin and their evolution

› Course 3 – Balance sheet & Capital employed (6 modules – 3h)

- What you need to know about the balance sheet: capital employed
- The investment strategy and the decision to invest
- Working Capital dynamics: growth and seasonality
- Special arrangements: long-term/construction contracts, partial assets contributions, LBOs
- Focus on intangible assets: impact on the accounts and issues at stake
- Capital intensity and asset turn

› Individual remote tutoring session (1h)

› Course 4 – Cash flow and financing (4 modules – 3h)

- Shareholders' equity: changes and remuneration
- Financial debt: cost of financing and leverage effect
- Operating cash flow: know the discrepancies between operating income and operating cash flow, calculate Free cash flow, identify cash traps
- Cash Flow Statement (CFS): understand the structure of a CFS, understand how to build it

› Course 5 – Financial performance (4 modules – 2h)

- Financial autonomy (ability to repay the debt)
- Liquidity (ability to meet short-term obligations)
- Solvency (major balances of the financial structure)
- Return on assets and financial profitability

› Final case study (2h), final evaluation quiz (1h) and individual remote tutoring session (1h30min).



TEACHING AND ASSESSMENT METHODS

The concepts are introduced starting from the reality of the business, and their translation into financial information is presented in a simple and concrete manner.

This course is 100% online on the FinHarmony Digital learning platform. Its content is equivalent to 4 day's face-to-face training.

- Modules are divided into 8 interactive sequences to engage the learner. They include voice-overs, videos and animations, a micro-case study for immediate application, a whiteboard sequence to retain formulas, and a guiding thread trail (real company case). An evaluation quiz concludes each module to ensure that the key points have been retained.
- Learners can spread their learning over the duration of the subscription (3 to 5 months). Courses are released as learners progress. Once all courses are completed, learners can revisit freely all modules until the end of the subscription.
- Technical and pedagogical support:
 - At the end of course 3 and course 5, a tutoring session is organized with the trainer to discuss the learners' professional context, guide them in the acquisition of skills and review the final case study.
 - A forum allows the learners to communicate with the trainer before training sessions.
 - A glossary (with definitions and acronyms) is permanently accessible from the menu.
 - Additional resources are offered in the "to go further" sequences.
 - Each module includes a downloadable document to help the learner memorize key learning points.
- A FinHarmony certificate is granted when learners complete the entire course.



A LA CARTE TUTORING BY FINHARMONY

All FinHarmony online training courses include one or more tutoring sessions: these are essential to anchor the key learning points and accompany the learner through to the end of the course.

- **For individual subscription**, the tutoring session dates are set at the start of subscription, in agreement with the learner.
- **For group subscription** (several people from the same company), tutoring can take place either as a group virtual classroom, or a group face-to-face session on your company's premises. The trainer can then address points specific to your company during this session, to contextualize the training.