



BAYES
BUSINESS SCHOOL
CITY, UNIVERSITY OF LONDON

Corporate Finance Navigate complex financial environments

Example programme

Executive Education

[Always learning]

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About the Programme

In a dynamic corporate landscape characterised by shifting market demands and disruptive forces, leaders need up-to-date knowledge and practical skills to effectively navigate complex financial environments.

This programme is designed to equip mid-senior professionals with a comprehensive understanding of corporate finance principles and strategies essential for navigating and leading complex financial landscapes. Through a combination of theoretical learning and practical application, participants will gain valuable insights into valuation methodologies, corporate strategy formulation, governance best practices, and emerging trends in alternative and impact investments. This programme can be tailored and customised based on your industry and job role to ensure relevance and maximise learning outcomes.

Who is this programme for?

This programme has been developed for mid-senior professionals, including executives, managers, directors and business leaders, who seek to enhance their knowledge and skills in corporate finance to lead strategic decision-making and value creation within their organisations.

What we offer

Bayes Business School (formerly Cass)

specialises in creating bespoke programmes that are tailored to meet the needs of your business, delivered by outstanding faculty and industry practitioners who are leaders in their field. We believe that creating personalised learning journeys is the best way to maximise your investment and deliver impact which transforms your organisation.

Bayes has been leading the way in Executive Education for more than 50 years, delivering programmes that combine the latest theory with real-world context to transfer learning back to your workplace. Our experienced team of Programme Directors will work with your in-house team to understand your requirements and develop a custom-made curriculum that blends theory with practical application, ensuring that you are well-prepared to lead in Corporate Finance.

What you will learn

This course will equip you with a solid understanding of valuation techniques crucial for corporate decision-making, empowering you to formulate and execute corporate strategies aimed at maximising financial performance. You will learn the significance of corporate governance and learn to craft effective governance frameworks. Finally, you will explore diverse investment opportunities and examine emerging trends in the investment landscape.

Learning objectives and outcomes

- Acquire a comprehensive toolkit for corporate valuation, enabling informed decision-making and strategic planning.
- Enhance your strategic thinking capabilities to effectively align financial objectives with organisational goals.
- Develop an understanding of governance structures that promote transparency, accountability and value creation.
- Explore diverse investment opportunities and learn to assess risks and returns associated with alternative and impact investments.
- Gain insights into integrating ESG factors into investment decision-making processes.





Topics include

Fundamentals of Corporate Valuation

Introducing various valuation methods essential for evaluating the impact of corporate investment decisions on a firm's value. Through the extensive use of case studies and real-world examples, participants will become proficient in utilising Excel for valuation tasks. By the conclusion of the module, participants will have achieved the following:

- Understanding the advantages and disadvantages of different investment techniques such as Internal Rate of Return (IRR), Net Present Value (NPV), and Discounted Cash Flows (DCF)
- Proficiency in using Excel for DCF valuation analysis
- Application of techniques to address cash flow uncertainty in investment valuation, including sensitivity, scenario, and break-even analysis
- Understanding the correlation between valuation and capital structure by determining the appropriate cost of capital.

Corporate Governance

Introducing participants to corporate governance, which defines the set of tools and mechanisms that ensure that the management acts in the best interests of its stakeholders – the aim being to understand the relative effectiveness of various corporate governance mechanisms. This module will offer an opportunity to discuss recent ESG issues and how they are shaping the modern corporate governance. The core content includes:

- Definition of corporate governance and its scope as well as the regulatory framework worldwide
- Analysing optimal compensation contracts and Say on Pay regulations
- Exploring the functions, composition, and structure of boards
- Examining the impact and influence of shareholder activism and firm decisions
- Discussing initiatives to enhance diversity in boards and executive positions, addressing environmental engagement, climate change concerns, and societal impact.

Corporate Strategy and Restructuring

Acquire the necessary tools to comprehend the factors influencing a company's value and the corporate strategies pivotal for enhancing this value. Key components of this module include:

- Valuing a Firm: Gain insight into enterprise value and the dividend discount model, as well as explore relative valuation methodologies utilising financial ratios
- Redistribution Strategies: Determine the amount and method of redistribution, analysing the impact on firm value
- Financing Decisions: Weigh the merits of debt versus equity financing while exploring the concept of green financing
- Going Public Decision: Evaluate the pros and cons, considering timing and implications post-IPO
- Merger Decision: Understand the intricacies of the M&A process, identifying key success factors influencing mergers and acquisitions.



Private Equity

Gain a comprehensive understanding of private equity investments, covering perspectives from both firms and investors, with real-world insights provided through case studies and discussions with industry experts. Topics covered include:

- Introduction to Private Equity Investment and its significance in modern finance
- Venture Capital: Exploring the financing of new ventures, types of investments, and the venture finance process
- Buyouts: Understanding the structure and operations of private equity funds, governance of portfolio companies, asset analysis, acquisition processes and exit strategies
- Private Debt: Analysing the rise of non-bank entities as lenders post-2008 financial crisis, defining private debt, distinguishing it from other asset classes, and evaluating its advantages and disadvantages.

Alternative Investments

Explore the issues of valuing different illiquid assets, such as art and other 'emotional' assets, which are becoming increasingly present in investment portfolios. The characteristics of financial returns and the correlation with other more traditional asset classes will be key issues discussed. The module will cover the following topics:

- **Art as an Investment:** Learn why investing in art can be beneficial and explore the roles of art funds and fractional ownership
- **Valuation and Liquidity:** Discover methods for determining the true value of art assets and evaluating their future returns as illiquid investments; get acquainted with art market indices
- **Art in Investment Portfolios:** Understand how art correlates with other asset classes and its potential as a safe haven
- **Emotional Assets:** Gain insight into measuring the value, returns and liquidity of so-called 'emotional assets' such as wine, whiskey, watches and cars.

Elective modules

- Digital Finance
- Project Finance
- ESG Reporting
- Data Analysis
- Corporate Risk Management.

Teaching faculty

Course leader: Professor Sonia Falconieri, Professor of Finance and Head of the Faculty of Finance at Bayes.

Sonia's research interests are in Corporate Finance and Corporate Governance. Specifically, she has been working on the optimal design of Initial Public Offerings and, more recently, on gender diversity in Corporate Finance. Her articles have been published in major journals such as the JEEA, the Review of Finance and the Journal of Corporate Finance. Her recent work on gender quotas has been featured in numerous publications including People Management and Forbes. Sonia was also one of the contributors to the 2019 Hampton-Alexander review.

Other world-leading faculty on the programme include:

Professor Roman Kräussl, Professor of Finance

Dr Angela Gallo, Senior Lecturer in Finance

Dr Mehrshad Motahari, Lecturer in Finance

Professor Anh Tran, Professor of Finance

Dr Francisco Urzua, Reader in Finance



Location

Programmes can be delivered at your chosen location, or at our state-of-the-art hub for [Executive Education in Finsbury Square](#) – placing you in the heart of the City of London. The building is home to high-spec syndicate rooms, with translation booths for international clients, offering learning in your own language.

In-person programmes deliver an interactive classroom experience where you engage and network with faculty, industry practitioners and peers in person.

How will you learn?

The programme offers a blend of in-person and online learning experiences, featuring interactive lectures, case studies, group projects, and simulations led by distinguished faculty members from Bayes Business School and a variety of industry experts as additional speakers.

Feedback is provided in a variety of ways throughout the course, both formally and informally, to support your learning. Upon successful completion of the programme, participants will be awarded a Corporate Finance Executive Education certificate.

About Bayes Business School

For more than 50 years, **Bayes Business School (formerly Cass)** has been leading the way in **Executive Education**. Our **custom programmes** help organisations excel in uncertain environments, becoming better prepared to respond to a world which is ever changing.

Based in the City of London, Bayes is among the global elite of business schools and holds the gold standard of **'triple crown' accreditation** from **AACSB, AMBA** and **EQUIS**.

Our faculty consist of world-class academics and industry-leading practitioners. Bayes academics explore imaginative new angles, asking difficult questions to produce ground-breaking research that has a positive impact on business, society and the environment.

Enquire about a custom programme for your organisation



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All the information contained within this brochure was correct at the time of going to print.

City, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 17 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.



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