FinanceTalking

# Introduction to Companies, Funding & the Capital Markets

2-3 Hours
Online Course

This course covers the basics of financial markets and instruments; how the capital markets work and the role of key participants; how companies access the capital markets and what it means to be a listed company.

## OUTCOMES

- Understand capital markets, how companies issue shares and bonds and how they are traded
- Appreciate the role of investment banks
- See the perspectives of key participants such as sell-side analysts, ratings agencies and investors
- Learn lots of financial jargon and concepts

## WHAT YOU WILL LEARN

**Financial Markets & Instruments**
- Financial markets
- Financial instruments

**Equity, Debt & the Capital Mix**
- Funding options
- Characteristics of debt & equity
- The capital mix & leverage

**Capital Markets**
- How capital markets work
- Initial public offers
- Bonds and shares
- The role of investment banks
- Who does what?
- Financial regulation

**Understanding Bonds**
- What is a bond?
- How are bonds priced?

**Stock Markets & Indices**
- Definitions
- Global stock markets & indices
- Bubbles and crashes

**Investors & Fund Managers**
- Making the link with your investments
- Types of fund & investment styles

**Analysts**
- Sell-side analysts
- Rating analysts

**Being a Listed Company**
- What's expected?
- Disclosure
- Managing expectations
- Why does share price matter?

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