
WHAT YOU WILL LEARN

Capital Markets

- Overview of the capital markets
- Debt and equity funding – understanding shares and bonds
- The role of investment banks
- Working within the regulations
- The perspectives of your key financial audiences
- FinanceTalking investment game round 1

Economics Essentials

- The business cycle – growth, inflation, bubbles and crashes, impact of Government policy
- Defensive versus cyclical companies
- The impact of interest rates
- Growth, income and value
- FinanceTalking investment game round 2

Key Financial Audiences & their Perspectives

- Understanding investors and investment styles
- The role of the sell-side analyst
- FinanceTalking investment game round 3

Working with Financial Information

- Understanding the income statement
- Identifying the numbers that matter
- The difference between GAAP and non-GAAP numbers
- Understanding headlines and key messages for earnings
- FinanceTalking investment game round 4

Valuation Overview

- Why value matters
- What drives stock market values
- Key issues for financial communications
- Investment game conclusion
- Bringing it all together and taking your knowledge forward

