Introduction to Companies, Funding & the Capital Markets

Essentials Online Course – 2-3 Hours

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?