



# Introduction to Companies, Funding & the Capital Markets

Essentials - 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?

