

EXPERT CERTIFICATE

Corporate Finance



Make the best financial decisions for business management

Anticipate business decision making by managing financial and accounting control of the company and assessing its impact on the company.

The growing uncertainty and volatility in all sectors and geographical areas force companies to **optimise the financial management of their resources in order to improve their competitiveness** and promote their survival.

Therefore, this certificate will help you to **face decisions related to corporate finance from a managerial perspective**. Therefore, you will be able to determine the economic-financial impact of business decisions, minimizing the company's risk and maximizing its value.

You will learn to perform a **strategic analysis** to put into context the **financial decision making**, as well as an **economic-financial analysis** that allows you to **know the financial strength** of your company. You will also be able to evaluate and determine **investment policies and financing** that are best suited to the strategic objectives, taking into account the risks associated with them.

Why this program?



Analyze the situation of the company for the correct decision making.



Design and implement advanced management control techniques to establish company objectives and develop improvement plans.



Locate possible deviations in the management of the company and manage the **risk control and possible crises** of the company.



Implement financial policies for proper cash management, investments or tax planning.



Understand the different **sources of business financing** and their alignment with the objective of maximizing the value of the company.



Manage management control, finance or other related departments, as well as coordinate the different functional areas in financial matters.

Key Information

- **Language:** English or Spanish
- **Format:**
 - Online: **16 weeks**
 - In-person: **4 weeks**
 - Starts: **October and April**

Corporate Finance

Module 1

Company analysis

- Company analysis
- Equity and financial analysis
- Analysis of the ability to generate profit, value and growth

Module 2

Corporate Risk Management

- Risk in business management
- Risk identification and tolerance
- Risk in financial decisions

Module 3

Financing policy

- General Principles
- Internal Corporate Financing
- External Corporate Financing
- Short-term financing instruments
- L/T financing instruments
- Financial instruments and services
- Banking relations, negotiation and bank-company balance sheet
- Optimal Capital Structure
- Main financing routes to banks: Project finance, credit lines, loans, syndicated loans, revolving loans...
- Alternative Financing
- New Challenges for Financial Management: the rise of Fintech companies

Which format suits you best?

■ ONLINE

- **Methodology of the Proeduca group, leader in online education.**
- **100% online.** Study wherever and whenever you want, manage your time and combine your training with your personal and professional life.
- Based on live classes to interact live with the teacher and classmates, online activities and lots of additional content and resources at your disposal to deepen the topics covered.
- Follow-up with a **personal tutor** who accompanies you throughout the program. With your effort and our support you will achieve your academic goals!

■ ON CAMPUS

- **Experience the United States.** Move to Miami.
- Meet **professionals from different nationalities and backgrounds.**
- Small groups in the classroom, to **encourage interaction** with the international faculty and classmates.

Contact

For personalized advice contact
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Marconi International University

It is an American University based in Miami, Florida.

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