

Study Focus Bachelor

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| Course Title | Corporate Finance (B.A.) consists of 4 modules: <ul style="list-style-type: none">• Corporate Valuation (3 ECTS)• Mergers, Corporate Control and Corporate Governance (3 ECTS)• Financial Risk Management (3 ECTS)• Investor Relations (3 ECTS) |
| Contact hours (per week) | 8 |
| ECTS Credits | 12 |
| Study programme | Bachelor |
| Study Year (1-4) | 3/4 |
| Semester | Summer |

Objectives:

To gain deep insights into Corporate Finance, M&A, Valuation, Risk Management and Investor Relations Topics.

Acquire Competencies to make and shape Corporate Finance Decisions based upon a broad Knowledge (Know how), as well as to implement those decisions in a real world environment (Do how).

The student knows the institutional framework of financial markets and is able to judge the relevance for investor relations. The student can link elements of financial accounting to IR tasks. The student is able to discuss ways to transfer financial results into IR statements. He can develop requirements and competencies for investor relations positions. The student can understand IR tasks in generating strategy and communicating the corporate strategy and is able to develop a structure for the equity story.

Contents:**Corporate Valuation:**

- Modelling, Core & Advanced Valuation Techniques

Mergers, Corporate Control and Corporate Governance:

- Process, M&A Strategy, M&A Transaction Management; Post Merger Integration)

Financial Risk Management:

- Theory and Tools: Managing financial risk arising from equity, debt, currencies and commodities (FICC)

Investor Relations:

- Institutional Aspects of Investor Relations
- Financial Aspects of Investor Relations
- Legal Aspects of Investor Relations
- Strategic Aspects of Investor Relations
- Investor Relations in Special Situations

Literature (detailed list refer to suggestions of the lecturers in Moodle)

- Feix, T. (2020). End-to-End M&A Process Design - Resilient Business Model Innovation. Wiesbaden: Springer Science.
- Bragg, Steven M.: Running an Effective Investor Relations Department, New Jersey 2010.
- Brealey/Myers: Fundamentals of Corporate Finance
- Koller: Corporate Valuation
- Eiteman/Stonehill/Moffett: Multinational Business Finance