

Certificate Finance for Executives

1stBusiness School
in the world (1819)1stWorldwide
MSc in Finance

6

Urban Campuses
in Europe
Berlin, London, Madrid,
Paris, Turin and Warsaw

6 000+

Participants in
Executive Education

200+

Research-Active
Professors

85 000+

Alumni in 200
countries Worldwide

Who should attend

All professionals, in all functions, who want to develop their financial intelligence to better manage their business, communicate with stakeholders and strengthen their impact within their organisation:

- **Professionals** seeking to enhance their financial acumen
- **Managers**
- **Entrepreneurs** aiming to better manage business performance
- **Consultants** supporting clients with financial insights

Objectives

- **Master the fundamentals of financial analysis** to assess a company's financial health and performance
- **Understand the impact of time and uncertainty** on monetary value, and integrate this into financial decision-making
- **Evaluate the value creation potential** of an investment project using robust forecasting and analytical methods
- **Apply the core principles** of asset and business valuation across diverse contexts
- **Calculate and interpret** the cost of capital as a strategic decision-making tool
- **Construct comprehensive evaluation models** using professional analytical frameworks and practical tools

Benefits

- **Make informed decisions** using a clear and relevant financial framework
- **Identify key levers and risks** to enhance overall performance sustainably
- **Analyse financial indicators** critically to engage confidently with experts
- **Increase managerial impact** through a deeper understanding of value creation dynamics

Curriculum

Module i • Course Overview – The Finance Approach and Course Ethos

- Introduction to the financial world and key messages
- Teaching philosophy and approach

Module 0 • Demystifying Finance – Grasping Financial Logic Without Mathematics

- Introduction to core financial principles without formulas
- Scenario-based and role-play approach

Module 1 • Financial Analysis, Part I – Understanding the Language of Accounting and Finance

- Understanding financial statements and key accounting concepts
- Interpreting key financial indicators

Module 2 • Financial Analysis, Part II – Analysing Key Performance Indicators

- Operational performance: margin analysis
- Economic and financial performance: profitability indicators (ROIC, ROE)
- Assessing profit sustainability
- Identifying risk areas and operational/financial levers

Module 3 • Investment Project Valuation

- value of money principles
- Investment criteria and value creation metrics: NPV, IRR, payback period

Module 4 • Financial Asset Valuation

- Core valuation concepts
- Company valuation techniques
- Bond valuation

Module 5 • Cost of Capital

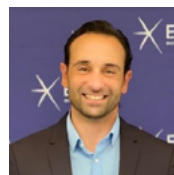
- Financial markets and risk assessment
- Estimating required return
- Calculating the Weighted Average Cost of Capital (WACC)

Note! Participants who enrol in this certificate will receive a complete toolkit.

Pedagogy

- Self-paced learning content: video lectures, introduction to frameworks, press reviews, expert insights, case studies, quizzes.
- Regular interactive live sessions: 12 hours (six 2-hour modules)

Academic Director



Prof. Fahmi Ben Abdelkader

Professor of finance at ESCP
Consultant for The World bank
Visiting lecturer at ESA Beirut.
Advisory Board member of Resetta Omics and Fx Care

Certificate

- Quizzes and assignments after each module
- Group capstone project: the opportunity for each participant to apply the knowledge acquired on a practical project.



ADMISSION ONLINE



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120 HOURS WORKLOAD**



100% ONLINE



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7 European Higher Ed
accreditations

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