

# EXECUTIVE EDUCATION

## BUSINESS VALUATION

“The challenge is not only knowing what you’re going to do, but more importantly, who you want to be.”



# ABOUT EXECUTIVE COURSES

Executive education is a series of courses designed by leading industry experts and top universities to develop and enhance the key professional skills needed to succeed in today's most in-demand career fields. Find a program that meets your specific needs and that will enable you to take your career path one step further.



## YOU CHOOSE A COURSE

We offer training programs in many specializations and specializations that are currently in demand and will help you get ahead in your field.

## VALUABLE CERTIFICATE

A certificate that demonstrates the knowledge and experience you have gained and is backed by several accreditation associations or major global institutions.

## YOU LEARN AT YOUR OWN PACE

All courses are taught online, so you can take them on your PC, tablet or phone, which makes learning flexible and makes time for even the busiest of you.

## MOVING YOUR CAREER UP

Use the knowledge and skills you've gained to influence and develop your career at work. This step is up to you.

EXECUTIVE EDUCATION refers primarily to business management courses designed to help the professional development of executives and managers, which are considered part of an ongoing lifelong learning process.

# Develop your talent through study at EIFM



We live in a time of constant change. As we venture into this unstable reality, we will have to trust even more not only our core values and sound judgment, but also our ability to challenge the status quo. Creativity will be crucial to successfully navigating the present and the future, enabling us to meet the challenges that lie ahead.

The new leader must be able to combine two strands: on the one hand, the highest degree of professionalism and self-motivation to constantly strive for excellence and, as a result, personal and professional fulfilment; on the other, the generosity with which all these efforts will be devoted to serving others, society and the world. If you consider yourself a challenging and non-conformist person who wants to improve and move forward, and who feels that you have much more to give to make a real and lasting impact, then you are the ideal student for one of our executive courses.

“EIFM is the only school I applied to because not only is it a prestigious world-class institution with world-class faculty, but it is focused on collaboration and community, a key aspect that sets it apart from other world-class universities. It is taught by practitioners who provide practical experience outside the academic world; its focus brings it more in line with the professional world of workers and managers, and which are considered part of an ongoing process of lifelong learning.”

PETER BARROS, student

# STUDY BENEFITS

Executive education is an intensive journey of personal and professional transformation that prepares you to meet the challenges of any business environment.

Our certificate programs are special courses that enable business executives to develop their business, leadership, communication and other skills to become better managers and business leaders.



## GENERAL OVERVIEW

You'll gain a deep, comprehensive overview of the company from a general management perspective, allowing you to understand the uniqueness of each operational area and their interrelationships, as well as how they affect your decisions.

## DECISION-MAKING SKILLS

You will learn that to be an exceptional leader, you must become an expert at making difficult decisions. By examining more than 300 business cases, you will hone your ability to analyze challenging situations, justify your strategy, and decide on the best course of action.

## BUSINESS SPIRIT

You will discover the entrepreneur in you. EFM courses will help you discover new opportunities and gain the knowledge and tools to make the most of them, both inside and outside your organisation.

## EFFECTIVE LEADERSHIP

You'll increase your ability to engage your team in top-level projects and manage diverse personal profiles and motivations to align them around a common goal. You will become a leader who is committed to professionalism and integrity and to a spirit of service for the good of the organization and the company.

## GLOBAL IMPACT

The program's highly engaging content, teacher guidance and intensive weeks in multiple locations around the world will give you a better understanding of the trends and opportunities shaping today's global business landscape.

## PERSONAL GROWTH

The program pushes you to your limits to stimulate deeper self-discovery and the discovery of your strengths and areas of growth. You will emerge better equipped to face any leadership challenge.

# WHY STUDY AT EIFM?

## GENERAL OVERVIEW

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.

## GLOBAL IMPACT

We are aiming not only at the national, but above all at the international level of education provided. Students should be exposed to different ways of thinking and acting, be open to continuous learning and be familiar with global business trends.

## EFFECTIVE LEARNING

The aim of our education is to prepare graduates to address contemporary economic, environmental and social challenges that impact society as a whole. We therefore provide our students with innovative and relevant knowledge and know-how that will develop their talents and take them to the next level.

## CRITICAL THINKING

Sufficient knowledge and its critical evaluation is the path to freedom. We therefore instill in our students the critical thinking skills and creativity that will prepare them not only to anticipate, but more importantly, to address the challenges they will be forced to face in today's global world.

# OUR STUDY YOUR CAREER

We want to be your guide on one of the most important journeys you will take in your life. A journey towards your personal growth, career improvement and fulfillment of your goals. Throughout this journey, we will do everything we can to ensure that you reach your full potential and get the most out of your studies at our Institute.



# ADMISSION PROCESS

We accept applicants for specific courses on a rolling basis, subject to availability, and we encourage you to apply as soon as possible. Although most programs have no formal educational requirements, admissions are selective based on your professional achievements and organizational responsibilities. Therefore, your application for a specific course should be accompanied by your CV and, if applicable, a cover letter, which will be used to decide whether you are accepted for admission.

## STUDY PROGRAMME

Before starting your studies, you should give due consideration to the programme you are applying for. If you are not 100% sure about this, you can contact our study department to arrange an online video call or other form of session to discuss in detail everything you need to ensure that the final choice of study programme matches your exact needs.

## DECISION ON ADMISSION

In the event of a positive decision by the admissions committee, our study department will contact you to inform you of your admission to study. At the same time, the study department will deal with all the necessary administrative matters such as the study contract and payment of tuition fees.

## APPLICATION SUBMISSION

You can fill in the application form online here on our website and attach the necessary documents. These are mainly documents confirming your university education or professional experience.

## BEGIN STUDY

Welcome to EIFM! As long as all the above steps have been followed correctly and all the necessary administrative matters have been taken care of, there is nothing stopping you from starting your studies and developing your talents and skills.



# STUDY STRUCTURE

Knowing the value of an asset and what determines that value is essential to making intelligent decisions - in selecting investments for a portfolio, in deciding the appropriate price to pay or receive in an acquisition or sale, and in making investment, financing and dividend decisions in managing a business. The premise of this course is that we can make reasonable estimates of the value of most assets, and that the same basic principles determine the values of all types of assets, real and financial.



## BASIC INFORMATION:

- ✓ SCHEDULE: online form, individual
- ✓ LENGTH OF STUDY: 4 weeks
- ✓ LANGUAGE: english
- ✓ TUITION FEE: € 460
- ✓ STARTING DATE: any time

Tuition fees include study materials and access to all seminars or online lectures organised by the European Institute of Finance & Management. If the student decides to pay the tuition fee in one lump sum before starting the course, a 5% discount on the tuition fee will be applied retrospectively.

In this course, participants will learn about the various valuation techniques used by business consultants and bankers, and discuss how the various elements of these models are derived, as well as how our innate biases and preconceptions distort the valuation process. We will draw on illustrations faced by real companies in a wide range of industries in a variety of circumstances to help participants understand the complexity that underlies any valuation process.

The course covers the analysis of private equity and venture capital businesses. Throughout the course, candidates will gain an in-depth understanding of the mechanism underlying the creation and/or development of a company and the financial support it can receive from the financial system through venture capital investments. The course seeks to reveal how special financial intermediaries (so-called private equity investors) finance through equity companies belonging to different stages of their life cycle.



FINANCIAL INSTRUMENTS



CAPITAL MANAGEMENT



FINANCE CARE



FINANCIAL STATEMENTS

# WHO IS THE STUDY SUITABLE FOR?

## FINANCIAL ANALYSIS

You can demonstrate logical thinking as part of the decision-making process. Effective managers are able to assess all options and present a comprehensive and understandable analysis.

## FINANCE CARE

Financial managers must maintain accuracy when working with numbers. Because they oversee how and where the company spends its money and how and where it accumulates profits, financial managers must divide their attention among the many financial functions of the business.

## DECISION-MAKING

Valuations may be required in many situations, including corporate reorganizations, shareholder disputes, employee stock or stock option plans, and mergers and acquisitions.



# GRADUATION CERTIFICATE

Upon successful completion of the course, you will receive a certificate of completion from the European Institute of Finance & Management, which will be valuable evidence that you have acquired improved skills, knowledge and abilities in the field of business valuation.

Throughout the course you will be continually assessed in relation to the completion of several practical assignments. These assignments are always completed online and successful completion of these assignments is a prerequisite for completing the entire course. You must therefore complete all the assignments given to you as part of your studies in order to be issued with a certificate of successful completion. These assignments vary from course to course and are based on the difficulty of the course and the requirements of the course sponsors or lecturers.

The certificate will be issued in your legal name and will be sent to you on successful completion of the programme as per the requirements set out at the address you have provided on your course application form. The certificate has unlimited validity and can be used throughout your career.





# MODULES

## VALUATION OF START-UPS

Specializing in startup valuation and financial analysis, the course teaches the two most commonly used methods of determining the value of a startup. You will learn how to determine the value of founder ownership before and after additional funding, how to read financial statements and prepare pro forma reports, and how to determine the financial health and condition of a startup and estimate future revenue and value. You will then use various investment criteria such as net present value (NPV) and individual rate of return (IRR) to help you decide whether and where to invest your money.

## BASICS OF ORGANIZATIONAL PERFORMANCE EVALUATION

We will discuss the basic principles of risk and return trading, portfolio optimization and security valuation. We will study and use risk and return models such as the Capital Asset Pricing Model (CAPM) and multi-factor models to evaluate the performance of various securities and portfolios. Specifically, we will learn to interpret and estimate regressions that provide us with both a benchmark to use for a security relative to its risk (determined by its beta) and a measure of the security's risk-adjusted performance (measured by its alpha).

## BUSINESS AND FINANCIAL MODELLING

Business and financial modelling is designed to help you make informed business and financial decisions. These sections of the course introduce you to spreadsheet models, modeling techniques, and common applications for investment analysis, business valuation, forecasting, and more. Upon completion, you'll be ready to use your own data to describe financial facts, build scenarios, and forecast performance.

## MERGERS AND ACQUISITIONS: VALUATION AND PRICING

This course will teach you how to value mergers and acquisitions and how to select the optimal financing mix for a merger and acquisition. It focuses on all major types of M&A transactions, including strategic M&A, leveraged buyouts (LBOs), and restructuring transactions such as spin-offs and asset transfers.

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