

EXECUTIVE EDUCATION

INVESTMENT DECISION MAKING

“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. EIFM 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

In this course, you will use a variety of methods to make persuasive personal and professional investment decisions. You will first focus on your own strengths and challenges based on your profile as a problem solver. You will evaluate cognitive biases and apply remedies, then use this approach to strengthen your ability to collaborate effectively with other decision makers.



BASIC INFORMATION:

- ✓ SCHEDULE: online form, individual
- ✓ LENGTH OF STUDY: 6 weeks
- ✓ LANGUAGE: english
- ✓ TUITION FEE: € 760
- ✓ 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.

Decision-making itself is a subjective act, but it is based on both subjective and objective factors. Risk is an important component of any investment, so it must be analysed both as an objective component of the investment and as a subjective factor in the investment decision.

This course provides a practical approach to the fundamental accounting and finance issues that affect organizations in today's business environment. The course first describes the "financial environment" to put it in context. Then the course looks at the application of the "tools" of financial and managerial accounting that are important for critical financial decisions, including key performance indicators, profitability analysis, basic working capital management, and the budgeting process. This is followed by a consideration of financial management and the decisions an organization faces in the areas of investment (what projects), financing (what type of financing), and dividends (to pay or to keep), and how an organization analyzes and acts on each of these decisions.



INVESTMENT APPRAISAL



PORTFOLIO MANAGEMENT



BUSINESS VALUATION



DECISION ANALYSIS

WHO IS THE STUDY SUITABLE FOR?

PERSONAL GROWTH

You need to become a more innovative, flexible and agile thinker, eager to gain and apply exclusive strategic insights.

EFFECTIVENESS

Assess the market correctly and position your real estate assets within current trends to optimize both occupancy and rental rates.

INTERESTED REAL ESTATE

You will learn how to analyze a property to identify problems, differentiate types of maintenance activities and determine the best practices for each.



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 investment decision making.

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

FINANCIAL ANALYSIS

The aim of this course is to introduce candidates to the key features of financial accounting, management accounting and financial management and how these three aspects are interrelated within the background of the stakeholders, the economy and the financial markets in which they operate. By the end of this module you will be able to identify the key stakeholders in an organisation and its financial objectives and critically analyse the control mechanisms of a company's financial activities, including the role played by boards of directors and the audit process.

CAPITAL BUDGETING AND INVESTMENT APPRAISAL

The aim is to provide candidates with a critical understanding of the capital budgeting process so that they can make informed, reasoned and sustainable capital investment decisions. By the end of this module you will be able to demonstrate a critical understanding of the process of evaluating long-term investments; identify, calculate and apply relevant cash flows and cost of capital within an investment; critically understand the impacts of taxation, inflation and working capital on investment planning and on the cash flows used in evaluating capital investments; and identify and apply appropriate measures of risk and uncertainty in evaluating investments.

MARKET EFFICIENCY AND “ACTIVE” INVESTMENT

We start with the efficient market hypothesis, which is a useful framework for modelling financial markets. Like any model, the efficient market hypothesis is not a perfect description of reality: some prices are almost certainly “wrong”. Therefore, there are reasons to believe that active management can have efficient outcomes. Topics in active investing include securities analysis, active portfolio management, hedge funds, and risk management issues.

BEHAVIOURAL FINANCE

We make thousands of decisions every day. Should I cross the road now or wait for an oncoming truck to pass? Should I have fries for lunch or a salad? How much should I tip the taxi driver? We usually make these decisions almost without thinking, using what psychologists call “heuristics” - rules that allow us to navigate through life. Without these mental shortcuts, we would be paralyzed by the multitude of daily decisions. In some circumstances, however, these shortcuts lead to predictable mistakes - predictable, that is, if we know what to look out for. Behavioral finance addresses these and dozens of other financial decision-making mistakes that we can avoid if we know the biases that cause them.

UNDERSTANDING OF FINANCIAL MARKETS

You will learn about the main financial markets and their characteristics and how they are linked to the economy. Our team of experts will first teach you how stock and bond prices are calculated and why they move, while you become increasingly aware of the concept of risk and why it is important in measuring investment performance. We will then focus on less popular markets such as gold, emerging markets, real estate, hedge funds and private markets. These will be analyzed with an emphasis on their specific risks and return opportunities, as well as how they can help in constructing efficient portfolios.

IMPLEMENTING THE RIGHT DECISION

Probably every one of us has made an investment decision at some point. Some may have turned out well, while others may have left you feeling disappointed, frustrated or some other negative emotion. Chances are that the difficult decisions are not over for you; your personal and professional life will likely continue to be full of difficult decisions, and with that comes your investment decisions. This course will help you gain more confidence in yourself as a problem solver as you develop your decision-making skills.

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