

# Finance for non financial managers

*Online courses by*

 Academy

 EURONEXT  
CORPORATE SOLUTIONS

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## Academy – Euronext Group

At Academy we aim at sharing **capital markets expertise** by turning it into world-class training courses and programmes.

Our programmes reflect the evolution and trends of **financial markets and their eco-systems**.

Key assets of our learning centre are our centrality in capital markets, and our **internal and external faculty**, whose contributors are drawn from practitioners, academics, advisors and financial market specialists.

As an Exchange system, being at the centre of financial markets, we understand not just what happens now, but also what's changing - so we can design our courses to equip you for the world of today and tomorrow.

### An accredited Management System Certificate

Academy meets the management system standards UNI EN ISO 9001:2015, sector EA:37 since 2007.

The accreditation guarantees internationally recognised quality service standards and allows companies to apply for public funding to finance individual and company training projects.





**Academy  
Online  
Courses  
Library**

**Financial Management Bundle**

**Corporate Finance & Valuation Bundle**

**Introduction to Companies, Funding & the Capital  
Markets**

**Understanding Shareholder Value – Essentials**

*Check our courses calender [here](#).*

## Understanding Financial Information Bundle: 7-hour training path, made of 6 online courses

Understand **income statements, balance sheets, key performance indicators, shareholders' value** together with key elements to assess how a business is performing is everything you need to tell your company's financial story.

The following practical, engaging training courses are specifically designed to help you engage with your internal and external stakeholders on your business:



### Who should attend

The Academy financial essentials e learning series are addressed to:

- Non-financial managers
- Junior professionals in the Financial sector
- Junior and Senior profiles in the Non-Financial sectors
- Newly appointed employees in Non Financial Roles
- Junion Investor Relations Managers
- Corporate Communication Managers
- Financial PR

### Methodology

Each learning object is broken down into bite-size chunks and re-conceived with

the support of visuals, audio and plenty of interactivity, to facilitate the final user fruition and keep their interest very high.

The users can learn at their pace and recap the content at any point.

Each Learning Object can be a stand-alone learning tool, a pre-course requirement or a review of previous learning.

## **Learning tools**

### Learning environment and additional materials

The online courses are delivered via the Academy E-learning platform and will remain available for 4 months from the Academy e learning platform credentials provision.

Each online course is complemented by quiz questions to strengthen the learning and final self-assessments to their understanding.

A final summary document will be available to the download.

### Certificate of attendance

A certificate of attendance will be sent at the end of a bundle or learning object fruition.

## Online course agendas

### 1. The Basics of Business Finance – Essentials: 2/3 hour online course

This 2/3 hour online course is designed to provide the participant with a good understanding of the basics of business finance and more in detail:

- how businesses are funded and what the money's used for
- how they make profits and generate cash
- how to measure business performance
- where to find the information you'll need
- how income statements and balance sheets work
- understand key financial jargon, concepts and commonly used financial metrics.

#### COURSE OUTLINE:

##### 1. Overview

##### 2. Where the money comes from

- Funding options and characteristics
- Typical company funding
- Cost of capital

##### 3. What the Money is Spent on

- Types of asset
- Balance sheet jargon
- Depreciation and amortisation
- Net debt and net working capital
- Reviewing a real balance sheet

##### 4. How much profit does the business make

- Income statement jargon
- Who uses what
- Adjusted profit and EBITDA
- Impact of changing prices and volumes
- Income statement analysis
- Reviewing a real income statement

##### 5. Does the business generate cash

- Making profits versus generating cash
- How cash flows work
- How the three statements fit together

##### 6. Is it worth the effort

- Return on investment
- Economic profit

##### 7. Summary and conclusion

- Where to find the information
- Summary

##### Final Quiz

#### COURSE OUTCOME:

- Develop a good understanding of the basics of business finance
- Learn lots of key concepts and financial language
- See how financial statements work and how they are used
- See how to calculate commonly used financial metrics

## 2. Adjusted Profits – Specialist Short: 40-minute online course

This 40-minute online course has been designed to provide you a good understanding of what companies mean by “adjusted” or “underlying” profits and the advantages and pitfalls of using these numbers.

The course is composed of **8 modules**.

### COURSE OUTLINE:

1. Which numbers can we rely on?
2. Adjusting profits
3. Typical adjusting items
4. EBITDA
5. Constant currencies
6. Accounting policies & subjectivity
7. Goodwill impairment
8. Examples

## 3. Understanding Cash Flows – Specialist Short: 40-minute online course

This 40-minute online course covers the difference between profits and cash flows, looking at cash flow statements and considering the impact of working capital management on cash generation.

The course is composed of **6 modules**, complemented by a **final quiz**.

### COURSE OUTLINE:

1. Which numbers can we rely on?
2. Adjusting profits
3. Typical adjusting items
4. EBITDA
5. Constant currencies
6. Accounting policies & subjectivity
7. Goodwill impairment
8. Examples



## 4. Leverage and How Much is Too Much - Specialist Short: 50-minute online course

This 50-minute online course has been designed to look at leverage (gearing), covering what makes a company suitable for high leverage, how to measure it and considering how much is too much, using real examples.

The course is composed of **7 modules**.

### COURSE OUTLINE:

1. What is leverage
2. Leverage pros and cons
3. Suitability for high leverage
4. Measuring leverage
5. How much is too much?
6. A further example
7. Conclusion

## 5. How to Analyse a Company – Coffee Break: 20-minute online course

This course is designed to let you learn how to analyse a company in just 20 minutes with a series of **6 steps** that will give you a quick and easy view of how a company's doing.

Whether you're looking from the point of view of a supplier, a lender, an investor or a potential employee, by the end of the course you'll be in a good position to make an assessment of how the business is performing, whether it is financially sound and what the future is likely to hold.

The course is composed of **6 modules**, complemented by a **final quiz** to assess your knowledge.

### COURSE OUTLINE:

1. Introduction
2. Step 1: Understand the business
3. Step 2: Consider the ownership
4. Step 3: Analyse profitability
5. Step 4: Assess financial strength
6. Step 5: Look for red flags
7. Step 6: Draw your conclusions

Final Quiz

### COURSE OUTCOME:

- Understand the business and its ownership
- Learn how to analyse profitability
- Assess financial strength
- Be able to look for red flags and draw your conclusions

## 6. Understanding Shareholder Value - Essentials: 2-hour online course

This course is designed to provide the participant with a good understanding of shareholder value, including:

- what it means from a shareholder's point of view
- what it means from a company's point of view
- the levers a company can pull to create more value
- making the link with strategic actions that drive value creation and communicating shareholder values.

### COURSE OUTLINE:

#### 1. Introduction

#### 2. The Shareholders Perspective

- Key shareholder value concepts
- Driving total shareholder return

#### 3. The Company Perspective

- Return on equity
- The impact of leverage
- Return on capital employed
- Management's task

#### 4. Capital Management

- Efficient capital structures
- Changing the capital structure
- Cost of capital
- Capital management
- Real company examples

#### 5. Capital Allocation

- Reminder
- Allocating capital
- Capital allocation examples

#### 6. Growth and Returns

- Growth
- Profitability

#### 7. Communicating Shareholder Value

- Expectations management
- Telling a great investment story – real company examples

### COURSE OUTCOME:

- Understand what shareholder value really means
- See how companies drive value internally and externally
- Understand the cost of capital and efficient balance sheets
- Make the link with strategic actions that drive value creation

## Terms and conditions

The registration form is a legally binding agreement between Euronext Corporate Services Italy S.r.l. and the applicant (or the company the applicant works for) and is defined by the following conditions:

### Registration

The applicant can submit the online registration form, duly filled out via:

- **WEB** [Academy website](#)

For information, please contact the following phone number:

- **TEL +39 02 72426.086**

The purchase/registration will be confirmed in writing by the Academy administration.

**To access the online course, the fee must be paid in advance.**

### Registration fee

The individual registration fees are as follows:

Title	Fee	Register now
Understanding Financial Information Bundle	€ 750 (+ VAT if applic.)	<a href="#">Click here to Register</a>
The Basics of Business Finance	€220 (+ VAT if applic)	<a href="#">Click here to Buy Now</a>
Adjusted Profits	€120 (+ VAT if applic)	<a href="#">Click here to Buy Now</a>
Understanding Cash Flows	€120 (+ VAT if applic)	<a href="#">Click here to Buy Now</a>
Leverage and how much is Too Much	€120 (+ VAT if applic)	<a href="#">Click here to Buy Now</a>
How to Analyse a Company	€60	<a href="#">Click here to Buy Now</a>
Understanding Shareholder Value	€220 (+ VAT if applic)	<a href="#">Click here to Buy Now</a>

### Payment method

Fees must be paid:

- via **credit card (PayPal payment gateway)**, at the end of the online registration form
- or
- upon receipt of the Academy email that confirms the registration via **BANK TRANSFER** to:

#### Euronext Corporate Services Italy S.r.l.

P.zza degli Affari, 6

20123 Milano

Tax Code **11734560961**

VAT No. **IT11734560961**

#### Intesa San Paolo S.p.A.

P.zza Cordusio, 4

20123 Milano

IBAN - **IT22 N030 6901 6261 0000 0125 565**

BIC - **BCITITMM**

Copy of the effected bank transfer must be emailed to Academy [academy@euronext.com](mailto:academy@euronext.com).

Invoice marked as paid will mailed to the addresses indicated on the wire transfer.

### Intellectual property rights

The Client acknowledges and agrees that the contents made available during the training (including, but not limited to, videos, pictures and texts) are property of Euronext Corporate Services Italy S.r.l. or are supplied by Euronext Corporate Services Italy S.r.l. in virtue of certain contractual arrangements with third parties and cannot be reproduced, distributed or used for business purposes without the prior written consent of Euronext Corporate Services Italy S.r.l. or the entity having the relevant rights on the same.

### Liability

Whilst every effort is made by Euronext Corporate Services Italy S.r.l. to ensure that the contents of the

training (including, but not limited to, videos, pictures and texts) are accurate and up to date, Euronext Corporate Services Italy S.r.l. shall not be liable whatsoever for any inaccuracy or misleading information, nor for any consequential damage or expense or any loss of profit or any liability to third parties incurred as a result of reliance on such information, which is provided for educational purpose only. Euronext Corporate Services Italy S.r.l. total liability under this agreement shall be limited to the maximum amount represented by the Fees paid to the latter by the Client.

## Traceability of financial flows

Euronext Corporate Services Italy S.r.l. and the Client assume all obligations regarding the traceability of the financial flows provided by Law 136/2010, as subsequently amended and implemented (the "Traceability Obligations").

In relation to the payments to be made pursuant to the present Contract, the Client, if it is a public contractor pursuant to decree law 163/2006 (Code of public contracts for works, services and supplies), to ensure the enforcement of Law 136/2010 and subsequent amendments, undertakes to communicate to Euronext Corporate Services Italy S.r.l., by the form attached to the Contract, the identification bidding code (CIG) and, in case, the unique code of project (CUP).

In particular, in fulfilling the Traceability Obligations Euronext Corporate Services Italy S.r.l. will communicate to the Client:

- (i) the bank accounts details to be used, also nonexclusively, for the payments to be made by the Client pursuant to the present Contract;
- (ii) the personal details and the fiscal code of the persons delegated to operate on them, indicating the relevant role and powers, within 7 (seven) days from the creation of the accounts above (or, in case of existing accounts, within 7 (seven) days from their first use in relation to the payments made by the Client).
- (iii) Any possible amendment of the information indicated in points (i) and (ii) above, will have to be communicated by the Client within 7 (seven) days from occurrence.

Let it be understood that, save for possible derogations and partial exemptions to Law 136/2010, failure to use

instruments suitable to permit the full traceability of the financial flows (for instance, bank or post transfer) and the failure to comply with any other Traceability Obligations, are ground to terminate the present Contract.

Euronext Corporate Services Italy S.r.l. undertakes, in particular, to inform the Client and the Prefecture (territorial office of the Government of the province where the Client has its registered office) if it becomes aware of breaches by its contractual counterparties, if any, in relation to the Traceability Obligations.

## Cancellation Policy

According to article 1373 C.C., to withdraw from this contract applicants must send a written notice via email to [academy@euronext.com](mailto:academy@euronext.com):

- The fee will be fully refundable within 7 working days from the registration only if the attendee has never accessed the e-learning platform,
- Fees are non refundable for cancellations made 7 working days after the registration or if the attendee has accessed the e-learning platform.

## Changes to the program

Euronext Corporate Services Italy S.r.l. reserves the right to postpone or cancel the course and notify the participant via fax or email at least 1 week before the course date; in this case, the participant is entitled only to a full refund of the course fee. In addition, Euronext Corporate Services Italy S.r.l. is entitled to make changes to the programme and seat of the training and/or substitute the expected panellists with others with equal skills and competence.

## Governing law and jurisdiction

The present agreement shall be governed by Italian law. The parties assign to the Court of Milan the exclusive jurisdiction over any dispute arising out the present agreement, this including – but not limited to – any proceedings regarding the validity, the construction, the performance and/ or the termination of the agreement.

## Academy

Comprehensive, quality education is fundamental for the development and growth of the economy. As part of a pan-European market infrastructure at the centre of European capital markets, Academy's main objective and activity is turning capital markets expertise into world-class training courses and programmes and making them relevant to the wider financial community of today and of tomorrow. Key Academy assets are our centrality in capital markets, and our internal and external faculty, made up of practitioners, academics, advisors and financial market specialists. Interactive and innovative learning methods make all Academy programmes an inspiring experience.

## Contacts

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