
Introduction to Capital Markets and IPOs

Overview

The objective of the course is to offer a strong foundation of capital market instruments and the IPO process.

Learning Outcome Statements

- List the four core financial markets and the classes of derivatives
- Understand how bonds, equity, foreign exchange and money market products are traded
- Choose the best derivative to hedge against risk in real-life financial situations
- Understand the role of equity from both the issuer's and investor's perspectives
- Distinguish among the different types of stock markets
- Understand the major steps in the IPO process
- Identify the key participants in the IPO process
- Understand the essential issue process – Book building
- Understand the process of underwriting of IPOs

Key Contents

Capital Markets Overview

- Issuers and investors in capital markets
- Key terminology used in the capital markets
- Basic areas and job functions of a securities firm
- Elements of corporate governance
- Typical auditing procedures and controls for securities
- Four Core Markets:
 - Debt
 - Equity
 - Money Markets
 - Foreign Exchange

Initial Public Offer (IPO)

- Strategic considerations
- The due diligence process
- Corporate restructuring steps pre-IPO
- Selecting the right exchange for the floatation
- IPO valuation
- Multiple based valuation methodologies
- Accounting scams
- Marketing the IPO
- IPO underwriting
- IPO issues
- Investor strategies in an IPO
- Secondary offerings
- New developments in IPO business