

# Course unit: Corporate funding and strategy

- Title in French: Financement et stratégie de l'entreprise
- Course code: tba
- ECTS credits: 2
- Teaching hours: 50h
- Type: specialized course
- Language of instruction: French
- Coordinator: tba
- Instructor(s): Michaël Chalamel (Air France), Régis Chenavaz, Cécile Cossic (HSBC), Medhi El Alaoui (CA-CIB), Benoît Forgues (R-Green)

## Brief description

This course is a specialized course for anyone interested in corporate funding and strategy. It is split into three parts : Advanced corporate finance, Project finance and Yield management.

## Learning outcomes

- Know how to generate adequate financial flows for project financing
- Understand the implications of various financial choices
- Know how to take into account the stochastic nature of demand

## Course content

### Advanced corporate finance

Case studies that would aim at understanding the financial implications of the use of various financial vehicles (e.g. convertible bonds) or of the setting of a M&A operation.

### Project finance

1. The various stages of project financing (tender, structuring, optimization)
2. Financial models and case study
3. The role of specialized investment funds

### Yield management

1. Dynamic demand and dynamic pricing
2. Application to the air transport sector

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