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 vehicules (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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