RAISING CAPITAL: THE PROCESS, THE PLAYERS, AND STRATEGIC CONSIDERATIONS

Course Focus

Learn about the decision frameworks financial professionals use to arrive at the company's optimal capital structure. Obtain a thorough understanding of the strategic considerations involved in raising funds for the purpose of investing in projects. Find out how capital structure decisions at the company level influence project decisions at the departmental level.

Firms routinely require access to external capital markets in order to fund capital and operating investments. Making complete, well-informed financing decisions at the corporate level requires a thorough understanding of capital markets. This course provides an introduction to the issues surrounding the debt-equity decision. It explains how decisions at the department or division level are influenced by capital structuring decisions at the company level and why changes in the industry and in the economy are important to investment and financing decisions in your organization.

This course goes beyond a standard theoretical treatment of capital structure to explain fully how characteristics of capital markets impact the process and prospects of raising capital. Through an exploration of the strategic considerations involved in creating an optimal mix of debt and equity, this course addresses questions about the process of raising funds and the appropriate amounts of debt and equity to raise.

Through it, you gain the insight you need to contribute to decisions in your own firm and obtain a more complete understanding of corporate restructuring, mergers, acquisitions, and bankruptcy.

Who Should Take this Course?

This course is designed for non-financial managers who are responsible for making integrated financial decisions and need a fundamental understanding of the process, players, and strategic considerations of raising capital.

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
RAISING CAPITAL: THE PROCESS, THE PLAYERS, AND STRATEGIC CONSIDERATIONS

Course Benefits
After completing this course, participants will be able to:

• View the process of raising capital in a broad context of capital-related decisions regarding the mix of capital and the process of entering into capital markets
• Explain how decisions in your department or division are influenced by capital structuring decisions
• Explain why changes in the industry and in the economy are important to capital budgeting decisions in your organization
• Contribute to decisions in your own firm more meaningfully with a good understanding of corporate restructuring, mergers, acquisitions, and bankruptcy

Course Topics
• Capital Structure Foundations
  1. Evaluating the Firm’s Financing Options
  2. The Debt Irrelevance Theorem
• Trade-Off Theory of Capital Structure
  1. The Effect of Taxes on the Firm’s Value
  2. The Effect of Financial Distress on the Firm’s Value
• Pecking Order Theory of Capital Structure
  1. Direct Costs of Issuing Securities
  2. Indirect Costs of Raising Capital
  3. Pulling It All Together – Reconciling and Applying Pecking Order and Trade-Off Theories

Course Format
Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of the following online certificates:
Certificate in Executive Leadership
Certificate in Financial Management
Certificate in Strategic Leadership for the Hospitality Professional
Master Certificate in Hospitality Management

hotelschool.cornell.edu/execonline

Cornell University
School of Hotel Administration
Office of Executive Education