

Introduction to Investment Banking

Delegate Profile: This course is targeted at delegates who are new to the industry, or those working in a supporting role who wish to gain a greater understanding of the 'big picture'. In addition, the course is ideal for anyone working in Financial PR, investor relations or commercial law who regularly interact with investment banking clients.

Key Learning Outcomes

- Delegates will gain an appreciation of the role of investment banks in facilitating access to capital markets
- They will learn about the different services offered and the different clients that use their services: advisory, research, marketing, distribution, underwriting and liquidity
- Finally, they will gain a clear overview of the key aspects of equity and debt capital markets: pricing, origination, sales and market making

Pre-requisite Knowledge: No prior knowledge is assumed.

Our Approach: In this course we facilitate the learning process through a combination of:

- Presentation of core knowledge and concepts using power point slides
- Press articles and real life case studies, demonstrating how the various divisions within an investment bank operate in practice
- Regular summaries, to remind delegates of the key points of each session
- End of Day quiz, to confirm the achievement of the learning outcomes
- One page course summary, as a take away and reminder of the key learning points

Training Fees: £2,500 plus VAT. This covers all research, design and delivery of the training by James Gilpin, for up to 20 delegates.

Expenses: All incremental travel and accommodation expenses will be charged separately, however, we will work hard to ensure all costs are kept to a minimum. With regard to materials, JGFT can provide 2 options:

- JGFT can arrange for all materials to be professionally printed and couriered to the training centre for which we would recharge the cost (for 20 delegates approximately £200 - £300)
- All materials will be sent electronically to the client with instructions to print internally (at no additional cost)

Day One

Session 1

The role of Investment Banks in the Capital Markets

- The Capital Markets: Providers and Users of capital
- Capital Instruments: Debt, Equity and Hybrid Capital
- Private vs. Public Markets
- Providers of advisory services, research, marketing, distribution, underwriting and liquidity
- Buyside vs. Sellside clients
- Conflicts of Interest

Session 2

Financial Advisory Services

- Capital structure, valuation and M&A advice
- Country, Sector and Product teams

Session 3

Research

- Macroeconomic, debt and equity research
- Research clients
- How research analysts are remunerated
- Chinese walls

Session 4

Equity Capital Markets

- Origination, Sales and Market making
- IPOs and secondary issuance
- Valuation considerations
- What drives share prices

Session 5

Debt Capital Markets

- Origination, Sales and Market making
- Yield curves and new issue pricing
- Assessing credit risk and the role of rating agencies
- What drives bond prices
- Derivatives, hedging and risk management