

## CORPORATE FUNDING - DEBT & EQUITY

*"Design Optimal Capital Structures and Evaluate Strategic Financing Options"*

### Schedule

Date	Venue	Fees (Face-to-Face)
03 - 05 Jun 2026	Dubai, UAE	USD 2495 per delegate
20 - 22 Oct 2026	Doha, Qatar	USD 2495 per delegate
10 - 12 Nov 2026	Dubai, UAE	USD 2495 per delegate

### Introduction

Strategic corporate funding decisions directly impact a firm's growth, value, and risk profile. Executives and finance professionals must navigate a wide array of debt and equity instruments to finance operations, expansion, acquisitions, and restructuring in a cost-effective and sustainable manner.

This practical, finance-intensive course empowers professionals to understand the mechanics, trade-offs, and valuation effects of corporate funding through both debt and equity. It explores capital markets, funding structures, investor perspectives, and the regulatory environment to help organizations optimize their capital structure and financing mix.

### Objectives

By the end of this course, participants will be able to:

- Identify and evaluate various sources of corporate funding, including bonds, loans, and equity
- Compare the financial, tax, and control implications of debt vs. equity financing
- Analyze capital structure and its effect on valuation and risk
- Structure funding strategies for different business needs and life stages
- Understand how markets, credit ratings, and investor expectations influence funding decisions

## Why Attend

- Develop confidence in managing strategic funding decisions and financial structures
- Gain clarity on debt instruments, equity offerings, and hybrid securities
- Improve your ability to analyze the cost of capital and funding impact on shareholder value
- Stay informed about market trends, investor behavior, and regulatory considerations
- Apply funding models and techniques to real-world case studies and simulations

## Target Audience

This program is designed for:

- Finance managers, controllers, and corporate treasurers
- CFOs, financial analysts, and capital market professionals
- Investment and commercial bankers
- Strategic planners and corporate development executives
- Professionals involved in fundraising, financial structuring, or investor relations

## Individual Benefits

Key competencies that will be developed include:

- Capital structure design and analysis
- Cost of capital modeling (WACC)
- Debt instrument selection and negotiation
- Equity financing, IPO readiness, and valuation
- Risk management and covenant analysis

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Smarter funding decisions that align with business strategy and financial health
- Optimized capital structures leading to improved shareholder value
- Enhanced ability to access debt and equity markets at favorable terms
- Improved financial resilience and investor confidence
- Strengthened internal capabilities in corporate finance and strategic funding

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Key funding concepts, capital markets, and instruments
- Case Studies - Analysis of actual corporate funding transactions and structures
- Workshops - Debt vs. equity trade-off simulations, WACC calculations, and funding models
- Peer Exchange - Interactive sessions and group problem-solving on funding scenarios
- Tools - Financial modeling templates, capital structure analysis sheets, and valuation tools

## Course Outline

### DETAILED 3-DAY COURSE OUTLINE

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Corporate Funding Landscape and Debt Instruments

- Module 1: Overview of Corporate Funding Sources (07:30 – 09:30) • Internal vs. external financing • Lifecycle funding needs and capital structure
- Module 2: Debt Instruments and Structures (09:45 – 11:15) • Bank loans, syndicated lending, and bonds • Leases, commercial paper, and structured debt
- Module 3: Cost and Risk Implications of Debt (11:30 – 01:00) • Interest expense, covenants, and ratings impact • Tax shield benefits and financial leverage
- Module 4: Workshop – Debt Strategy Simulation (02:00 – 03:30) • Participants evaluate and structure a corporate debt plan

#### Day 2: Equity Financing and Capital Structure Optimization

- Module 1: Equity Issuance and Ownership Considerations (07:30 – 09:30) • Public offerings, private placements, and PE/VC funding • Control dilution, dividend policy, and investor relations
- Module 2: Capital Structure Theories & Practices (09:45 – 11:15) • Modigliani-Miller, trade-off, and pecking order theory • Optimal debt-equity balance
- Module 3: Cost of Capital and Valuation Impact (11:30 – 01:00) • WACC calculation and its strategic use • How funding decisions affect firm valuation
- Module 4: Workshop – Capital Structure Optimization (02:00 – 03:30) • Design and justify a funding mix for a growth-stage company

#### Day 3: Market Access, Hybrid Instruments & Risk Management

- Module 1: Accessing Capital Markets (07:30 – 09:30) • IPO process, bond issuance, and market timing • Understanding investor behavior and market signals
- Module 2: Hybrid Instruments and Structured Finance (09:45 – 11:15) • Convertible debt, mezzanine financing, and preference shares • Funding innovation and flexibility
- Module 3: Funding Risk and Covenant Management (11:30 – 01:00) • Managing rollover risk, liquidity, and compliance • Negotiating terms with lenders and investors
- Module 4: Final Workshop – Funding Strategy Case (02:00 – 03:30) • Develop a comprehensive funding strategy for a case company

## Certification

Participants will receive a **Certificate of Completion in Corporate Funding - Debt & Equity**, validating their ability to **evaluate, structure, and manage funding strategies that balance growth, cost, risk, and control for corporate success.**

## Why Choose MAWA Events

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