



Investment Banking & Analysis Certification

Study and Reference Guide

Powered by:



Institute Of Financial Markets Of Pakistan

Module 1: Introduction to Investment Banking

- History of Investment Banking
- Defining an Investment Bank
- Core Activities of an Investment Bank
- Structure of an Investment Bank
- Investment Banking Landscape in Pakistan

Module 2: Relationship Management

- Introduction
- What is CRM
- CRM for Competitive Advantage
- Changing Mindsets

Module 3: Business Valuation

- What is Business Valuation? – An Introduction
- Comparable Company Analysis – CCA
- Precedent Transaction Analysis
- Discounted Cash Flow Analysis
- Leveraged Buyout

Module 4: Financing

- Price-Setting Mechanisms
- The Key Steps of the IPO Process
- Seasoned Equity Offerings (SEOs) and Rights Offerings
- Conclusion – IPO
- Equity Offerings: Syndicate Structure and Functions
- Debt Offerings

Module 5: Mergers and Acquisitions

- Why Companies Merge and Acquire
- A Brief History of Mergers and Acquisitions
- Mergers
- Pros and Cons of a Merger
- Antitrust Tool – Herfindal-Hershman Index (HHI)
- Finding and Screening Candidates
- Deciding on Acquisition Terms
- Grading Criteria
- Factors in Determining a Price
- Acquisition Strategy and Process
- Financing of the Merger

- The Use of Capital Budgeting Techniques in Appraising the Acquisition
- Risk of the Acquisition
- Holding Company
- Hostile Takeover Bids
- Defensive Measures by Targeted Company
- The Valuation of a Targeted Company
- Accounting, Reporting and Disclosures for Business Combinations
- Financial Statement Analysis of Business Combination
- SECP Guidelines on Mergers and Acquisitions

Module 6: Asset Management

- Portfolio Management as a Process
- The Portfolio Management Process Logic
- The Execution Step
- The Feedback Step
- A Definition of Portfolio Management
- Investment Objectives and Constraints
- Constraints
- The Dynamics of the Process
- The Future of Portfolio Management
- The Ethical Responsibilities of Portfolio Managers
- Alternative Investments

Module 7: Role of Investment Banking in The Financial Crisis of 2008

- A Snapshot
- International Aspects
- Implications of the Crisis

Appendix 1: Acronyms