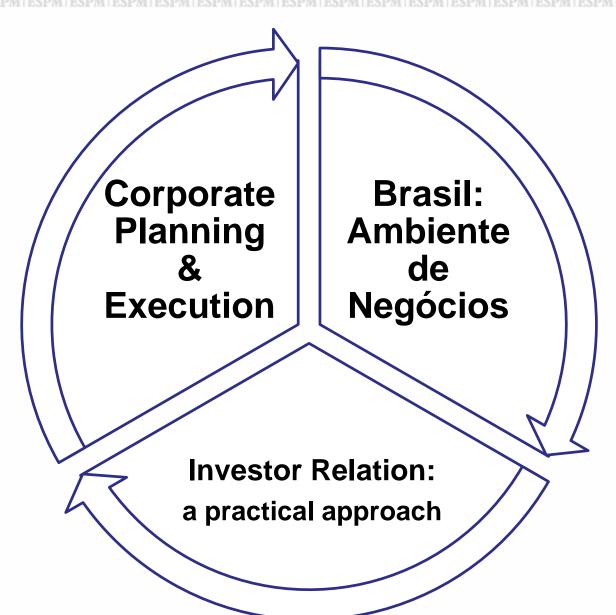
Minor de Relações Internacionais

# Mercado de Capitais e Relações com Investidores

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## ESTRUTURA DA MINOR

Brasil: Ambiente de Negócios

Investor Relation: a practical approach

6° semestre (2 créditos)

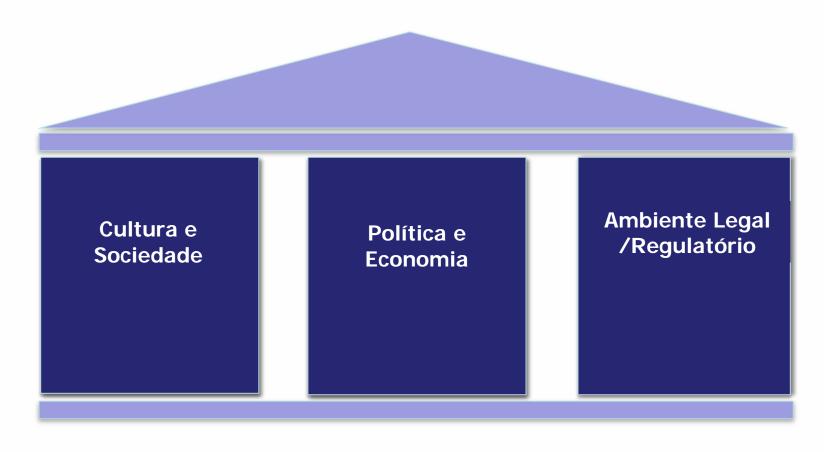
## Brasil - Ambiente de Negócios

#### **Objetivos gerais:**

- Compreender o Brasil como ambiente sócio-cultural, político e econômico específico.
- Conhecer em linhas gerais tal especificidade, e a partir dela desenvolver capacidade de tomada de decisão.
- Compreender obstáculos e oportunidades de se fazer negócios no Brasil.

## Brasil - Ambiente de Negócios

#### Três pilares:



#### Sample Syllabus

- Uma breve história do Brasil
- A gente brasileira e sua cultura. Os traços que explicam o povo brasileiro
- O Brasil visto pelo brasileiro
- O Brasil visto pelo estrangeiro
- O cenário político brasileiro uma comparação com outros países: EUA, Europa, BRICs
- O cenário macroeconômico brasileiro uma comparação com outros países: EUA, Europa,
   BRICs
- Interpretação dos Indicadores do Banco Mundial para negócios: Doing Business.
- As dificuldades e oportunidades de se fazer negócios no Brasil

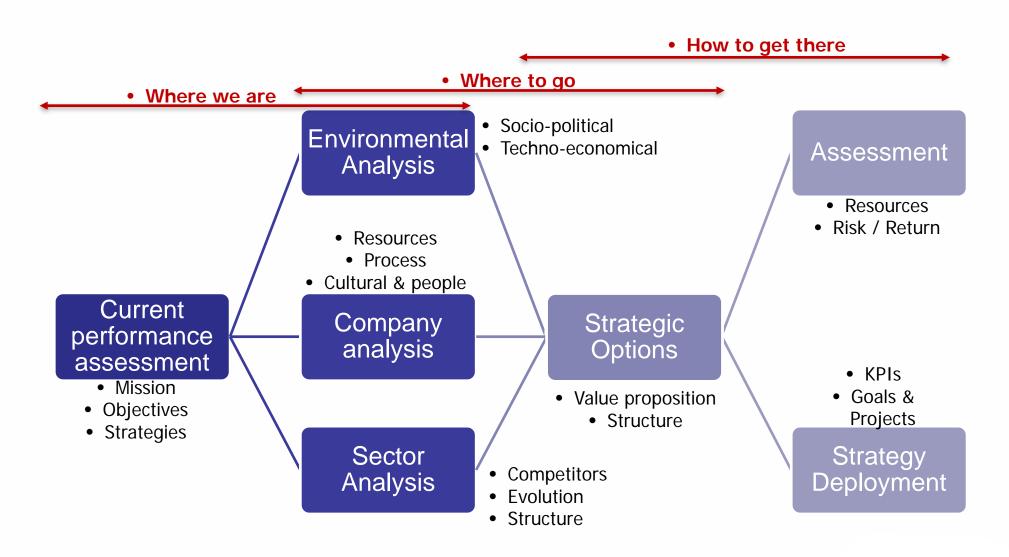
Brasil: Ambiente de Negócios

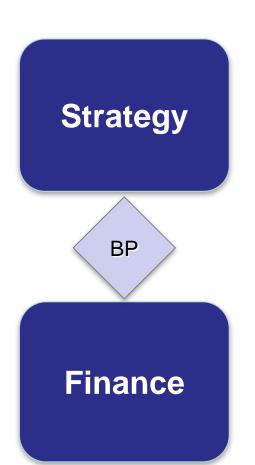
Investor Relation: a practical approach

6° semestre (2 créditos)

#### **ESPM**

#### **Corporate Planning & Execution**





- Mission, vision, and strategy
- Situational, external, internal environment
  - Value chain and position

- Financial indicators
- Corporate action and reaction through financial analysis
  - Leverage & debt profile, financing means, and risks

#### **ESPM**

## Sample Syllabus

- Introductory lecture: mission, vision, strategy
- Situation, external and internal environments
- Value chain & positioning
- Business model putting it all together (segmentation, value proposition, channels, relationships, income sources, key-resources, key-activities, partnerships, and cost structure)
- Corporate Governance and the rise of "shareholder activism"
- Financial indicators as measurement of strategy efficiency and strategy correction
- Contribution margin, equilibrium point EBITDA as operational indicator
- Corporate action and reaction through financial analysis
- Leverage and debt profile
- Financing means (debt & equity)
- Risks (market and corporate)
- Risk mitigation policy importance and value for stakeholders

Brasil: Ambiente de Negócios

Investor Relation: a practical approach

7° semestre (4 créditos)

#### Brazil, Business Context

- The perceptions and misperceptions about Brazil
  - How foreigners usually think of Brazil
  - The stereotypes and their elements of truth and untruth
- The political-economical situation in Brazil and how to explain, understand, and cope with the meanders of doing business in Brazil
- The bottlenecks and opportunities of doing business in Brazil

## Investor Relations A Pragmatic Approach

- Corporate governance and the relationship with stakeholders
- The internal and external role of an Investor Relations Dept.
- Material facts, market announcements, quarterly results
- Effective communication of value to shareholders
- Theoretical and pragmatic approach to building and presenting a performance review
  - The main financial indicators and what they reveal about strategy and performance
  - The delivery of a presentation to investors (purpose, pay off, process, panorama)

## Corporate Planning & Execution

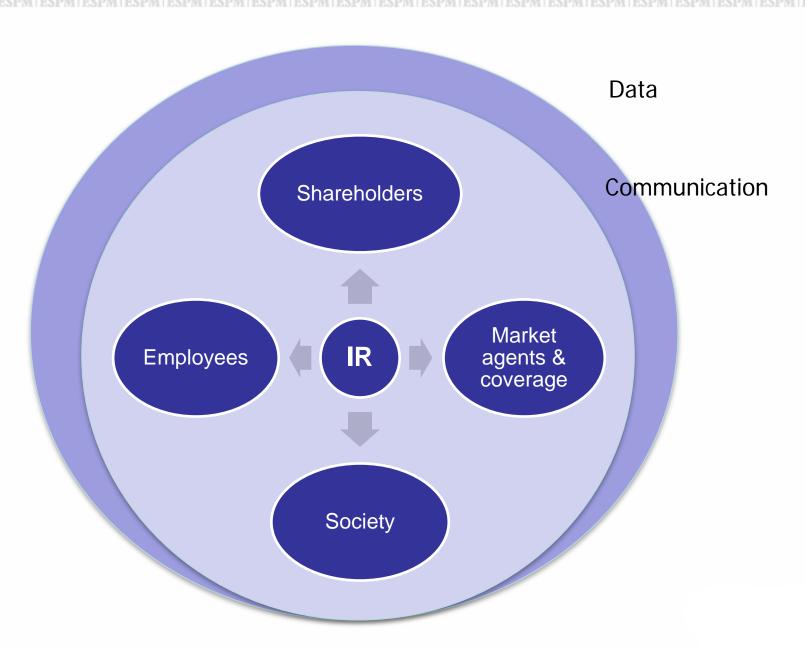
- Elements of strategy looking from outside in and from inside out
  - Finding and exploring opportunities and establishing a business model
  - Definition of a business model and its impacts on financial projections and the interaction between financial analysis and strategy redefinition
- Motivation and incentive schemes and their unwritten rules
- KPIs and performance monitoring predictive and corrective strategic measures
- Corporate governance and agency conflicts

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### Investor Relation: a practical approach

#### **Objectives:**

- the student will have a theoretical and pragmatical understanding of key data that is relevant to different stakeholder
- the student will experience the pressure of presenting financial results of a company and how strategy and finance work together to deliver results
- the student will learn how to handle the audience and the perils involved with a poor handling of the audience



### Sample Syllabus

- The IPO process advantages and disadvantages
- What investors look for the importance of understanding the audience's perspective
- Corporate Governance different stakeholders: same message in different ways
- · The role of market agents and their influence on a company
- Company communication with and to the market silent period, material facts, quarterly reports
- Strategy and indicators' relevance and proper communication for value capture
- The 4 P's of communication purpose, payoff, picture, process
- Storyline and rethoric
- Delivery