



# Corporate Financial Strategy

Discovering the Core Principles and Practices in  
Corporate Finance



THE UNIVERSITY OF  
CHICAGO



**In a business world defined by competition, organizations that thrive know that implementing a business strategy in isolation is not enough. Corporate financial strategies that complement business plans are critical to an organization's success.**

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## **Corporate Financial Strategy**

Corporate financial strategies provide a blueprint for how to create shareholder value by maximizing return on investment. These strategies guide organizations through raising and allocating capital, providing shareholders with options for borrowing, lending, and equity.

### **Course Details**

**Tuition:** USD \$2,800

**Format:** Online with live, interactive sessions

**Duration:** Eight weeks

**Languages:** English, Spanish, and Portuguese

**Instructor:** Borislava Karageorgieva, CFA, MBA, PAHM. Corporate Financial Strategy, the University of Chicago

## About the Course

Our eight-week Corporate Financial Strategy online course focuses on how to evaluate levels of risk and rates of return on corporate investments and resource allocations. During the course, you will have an opportunity to work through real-world case studies of organizational strategy and evaluate those that worked, those that did not, and why.

### You will learn to:

- Develop a strategic short-term plan for your organization and optimize capital management;
- Gain knowledge in long-term financing, valuing equities, capital cost, and structure;
- Recognize the time value of money, risk, and reward;
- Understand the decision-making process for raising and allocating capital.



## Who Should Attend?

Business executives who would like to gain a basic understanding of accounting and corporate finance principles will acquire the knowledge and skills necessary to create and implement impactful financial strategies and to recognize potential threats and opportunities.

## Meet Your Instructor



Borislava Karageorgieva is a corporate finance expert with experience in financial compliance and regulatory analysis, mergers and acquisitions, angel investing and entrepreneurship, and board governance. She has worked in both early-stage and mature companies and internationally.

Karageorgieva is the board president of the Chicago Booth Angels Network of Chicago. She is a board director and past president of the Chicago Booth Alumni Club of Chicago. She judges, coaches, and mentors entrepreneurs in the alumni and global new venture challenge tracks for the Polsky Center for Entrepreneurship and Innovation accelerator program at the University of Chicago.

A co-founder of several businesses, including for-profit and non-profit entities, she is a member of the University of Chicago's Global Entrepreneurial and Investor Network.

Karageorgieva is an adjunct instructor at the University of Chicago, where she teaches the Corporate Financial Strategy and Decision-Making and Risk Management courses.

She received her MBA from the University of Chicago Booth School of Business, an undergraduate finance degree in Sofia, Bulgaria, and is a CFA charterholder.

## **Why the University of Chicago?**

Becoming a member of the University of Chicago community means gaining access to world-class instructors and a cohort of curious, diverse individuals.

Through a firm grounding in core principles and a rigorous approach to problem-solving, our teaching method—the Chicago Approach—will give you the tools you need to make sense of complex data and turn ideas into impact. Course participants will receive a certificate of completion and join a global network of thought leaders.

## **The University of Chicago Approach to Online Learning**

Our online programs are crafted to support your specific professional development goals. Courses combine e-learning with live, interactive sessions to strengthen your skill set while maximizing your time. We couple academic theory and business knowledge with practical, real-world application.

Through online sessions, you will have an opportunity to interact with University of Chicago instructors and your peers.





## Career Outlook

Job prospects and the range of career paths in corporate finance continue to grow, particularly in the areas of corporate development, financial analysis and development, investor relations, regulatory affairs, and treasury. [Financial roles hold four of the top ten positions in US News and World Report's Best Business Jobs for 2022 ranking:](#) financial manager (#2), management analyst (#6), actuary (#7), and business operations manager (#9). Multifaceted tasks, high earning potential, and opportunities to work on high-priority projects in a forever-changed business landscape are just some of the compelling career drivers in corporate finance today.

**\$113k**

The [average annual base pay for a treasurer](#) in the United States

**35%**

Percentage of graduate-level business school [students interested in a career in finance](#)

**715,100**

The [number of new jobs that will be created in business and financial operations](#) from 2021 to 2031

## Potential Job Titles for Corporate Finance

- Auditor
- Benefits Manager
- Chief Financial Officer (CFO)
- Controller
- Corporate Accountant
- Cost Analyst
- Financial Analyst
- Financial Planning and Analysis Manager
- Investor Relations Manager
- Real Estate Manager
- Risk Manager
- Treasurer

## What Our Participants Say



**Celso Ch. Hernández**

Mexico, June 2021

“A highly recommendable course for those interested in expanding their knowledge in the field of corporate finance. It provides added value through its content and instructors.”



**César Augusto Torres Gálvez**

Peru, June 2021

“Very good experience, especially the way the course is structured with the flexibility for professionals who do not have a set time each day for studying. As for the material, it is well laid out, which helps to delve into the world of corporate finance, and is complemented by weekly webinars. The evaluations are transversal and deal with all the material studied, so that the objectives of each module are met. I recommend taking the course.”





## Weekly Schedule

The Corporate Financial Strategy course covers the following topics:

### **Module 1: Assessing and Managing Performance**

- Overview of business activities
- Principal financial statements
- Evaluating business performance

### **Module 2: Introduction to the Accounting Framework**

- The balance sheet
- The income statement
- The statement of cash flows

### **Module 3: Financial Management**

- Financial statement analysis
- Analysis of profitability
- Analysis of risk
- Pro forma financial statements and valuation

### **Module 4: Investments and Decision-Making**

- Corporate investment and financing decisions
- Calculating present values
- Net present value and other investment criteria
- Making investment decisions





## **Module 5: The Capital Structure**

- The value of bonds
- The value of common stocks
- Risk and return
- Risk and the cost of capital
- Payout policy

## **Module 6: Special Topics in Corporate Finance**

- Valuation
- Valuing businesses
- Mergers and acquisitions
- Private equity partnerships

## **Module 7: Financial Management Strategies for Creating Value**

- Debt restructuring
- Corporate restructuring
- Risk management

## Module 8: International Taxation, Governance, and Control

- Financial markets and institutions
- Ownership, control, and governance
- Do these differences matter?

Course outline may be subject to change based on academic adjustments.

### Complement your studies:



If you would like to further your studies in finance, our ten-month [Financial Management and Decision-Making for the 21st Century certificate program](#) provides solid theoretical knowledge of cutting-edge financial topics and practical applications to solve real-world business challenges.

You can also make the most of the University of Chicago's leadership in finance and economics through individual programs such as Decision-Making and Risk Management, Fintech, Machine Learning for Finance, and the Psychology of Finance.

### Learn more

To schedule an appointment with admissions, contact [admissions@online.professional.uchicago.edu](mailto:admissions@online.professional.uchicago.edu) or, alternatively, you can let us know when we can call you [here](#).

Visit [online.professional.uchicago.edu](https://online.professional.uchicago.edu) to learn more.