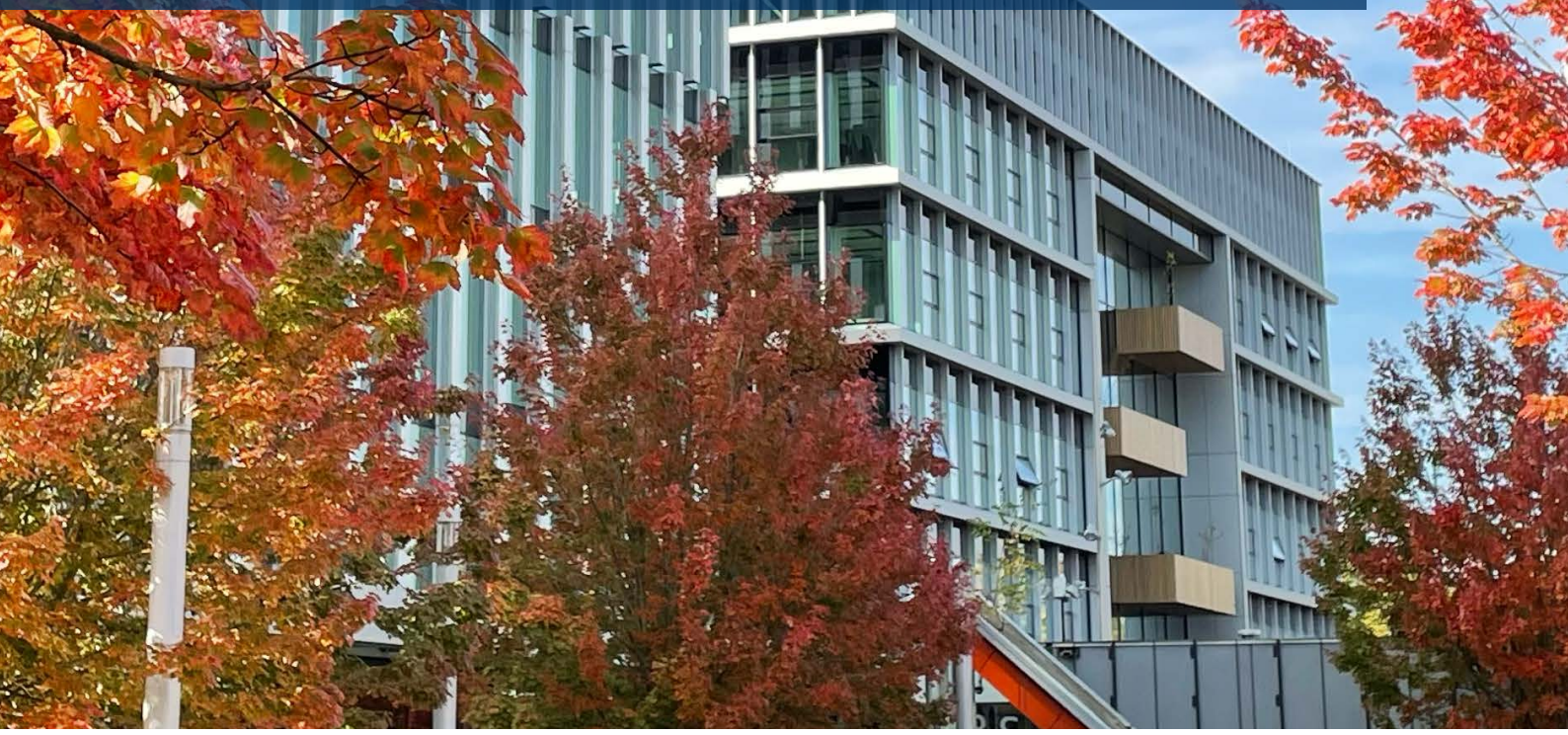
Rotterdam School of Management
Erasmus University

# MASTERCLASS FINANCE FOR COMMUNICATION PROFESSIONALS



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# Finance for communication professionals at a glance

Do you speak the language of business? Understanding how organisations interact with financial markets is an essential success factor for corporate communication professionals. This course will cover the fundamentals of finance and accounting. Here, you learn what information stakeholders need, and how to calculate the various concepts. You are further enabled to truly understand the financial concepts and to speak the same language as financial stakeholders.

As part of this course, you learn how to:

- identify important stakeholders of financial information.
- understand which information stakeholders want.
- use accounting and finance metrics to determine whether your company has what stakeholders want.

Using the stakeholder model of strategic management, we will initially connect stakeholders with their respective goals and targets. Subsequently, we will explore the appropriate approaches to address these goals and targets.

*"Too much of the income gains go to too few people, even though all of the stakeholders worked together to make their companies successful. By failing to put enough income into more hands, the GDP grows slower and consumers manage to meet their needs by incurring high levels of debt."*

**– Philip Kotler, Distinguished Professor of International Marketing**

# Learning objectives and experience

This three-day course is designed to help you:

- define the scope and objectives of corporate communication in relation to financial information.
- identify relevant stakeholders and their goals and concerns.
- define "crisis" and "crisis management", particularly in a financial context.
- understand and interpret corporations' financial statements (balance sheets, income statements, cash flow statements).
- calculate and interpret the most important financial ratios.
- understand and apply the concept of the time value of money.
- calculate and apply the net present value method (NPV/DCF) correctly as well as understand the impact of the main input parameters.
- understand and calculate the appropriate discount rate to be used in an NPV calculation.
- understand and apply the capital asset pricing model (CAPM).
- understand and explain the basics of portfolio theory (beta).

You will be taught through a combination of:

- **Case studies** to help you discuss each topic in depth and better understand how to practice the theoretical concepts.
- **Interactive in-class discussions** on problem and opportunity identification to actively engage you and empower you to share experiences with other participants

**Preparation**
You must hand in your completed pre course assignment two weeks prior to the start of the course. Please take your time for the assignment. No further reading is required to prepare for this course.

**Certification and ECTS**
In the programme, you will develop an in-depth analysis of the corporate brand strategy of a well-known global brand of your choice and provide strategic recommendations for the future. In your answers, make sure to reference and use the readings and materials from class, such as academic articles and lecture slides. And apply relevant models and techniques to the case. The assignment is a group assignment. The details of the assignment will be explained in the final session of the course.

This course is worth 5 ECTS, if you take this as part of the complete MSc in Corporate Communication.

# Why this course?

An essential success factor for you as a communication professional is to have a clear understanding of finance. This helps to bridge the gap between you and financial stakeholders. The course 'Finance for Communication Professionals' covers the fundamentals of finance and accounting and teaches you how to calculate and interpret relevant metrics.

The goal of this course is to help improve your financial literacy and your confidence when participating in numbers-based discussions. You are then empowered to interact with relevant financial stakeholders both internally and externally.

# For whom?

Are you an executive, a communication professional, PR managers, HR leader or marketing professional? This course will help you if you are responsible for developing organisational strategic and crisis plans, or if you are the one to manage a crisis situation.

This course is designed for communication professionals seeking to enhance their understanding of how organisations interact with financial markets. It is particularly beneficial for individuals who want to grasp the fundamentals of finance and accounting, learn what information stakeholders require, and develop the ability to communicate effectively with financial stakeholders. Whether you are looking to strengthen your financial knowledge or align your communication strategies with the expectations of stakeholders, this course provides valuable insights and skills.
You will meet a diverse group of accomplished, driven and openminded professionals from Europe and beyond, working in various communication positions in the public and private sectors, in NGOs, and in consultancies. Like you, they should be educated to at least bachelor level with at least three years of work experience.

# Programme overview

This three-day course is well balanced with sufficient breaks and alternating working methods. The daily programme runs from 09.00-17.00 hr.

General programme overview:

**Lecture day 1**

## ACCOUNTING AND FINANCIAL INFORMATION

- Course introduction and overview
- Accounting: balance sheet, income statement and cash flow statement
- Guest lecture
- Which stakeholders need what types of financial information
- Workshop

**Lecture day 2**

## DEALING WITH SHAREHOLDERS

- Review of day 1
- Accounting: values, annuities, perpetuities, discount rates and risk
- Calculating risks
- Case study 'Accounting fraud at WorldCom'

**Lecture day 3**

## RELATING ACCOUNTING WITH CORPORATE COMMUNICATION

- Deep-dive topics for corporate communication professionals
    - o Integrated reporting
    - o Mergers and acquisitions
    - o Crises
- Pre-assignment
- Wrap-up

# Course experts

**Leading lecturer: Dr. Florian Madertoner, lecturer – Rotterdam School of Management**
Dr. Florian Madertoner is a lecturer at Rotterdam School of Management, Erasmus University (RSM), is an expert in banking and finance. Florian's research interests include capital structure theory, behavioural finance and economic history. He has been awarded multiple honors for his teaching activities: the "Professor of the Year Award" consecutively for seven years, from 2016 to 2023. In 2020 Florian has also received the Professor of the Year Award for his course Economics in the IBA programme as well as an award for Best Adaptation to the Coronavirus Situation.

Prior to his teaching career, Florian worked in banking and forensic auditing, where he was part of an auditing team that investigated large corporate scandals.

**Guest speaker**
Alongside the leading lecturer, professionals from various organisations will share practical insights in this course, enhancing the course with real-world experiences for a comprehensive learning experience.

**Curious about our guest speakers?**
Check out our website at rsm.nl/mcc for the details.

# Practical information

Explore the latest updates on dates, fees, and locations by visiting our website at rsm.nl/mcc. Take advantage of the convenience of our frequently offered live online courses.

If you have any questions or need more information, we're here to help. Feel free to reach out to us at ccc@rsm.nl or call us at +31 (0) 10 408 2851.

Ready to take the next step?
Secure your spot by completing our online application form.

We look forward to welcoming you to our programme!

# About our Part-time Executive Master in Corporate Communication programme

This course can be followed on its own, or as a part of our **Part-time Executive MSc in Corporate Communication.**

We have offered this master programme since 1998, to communication professionals who wish to further enhance their careers. The aim is to provide strategic, leadership and management skills, as well as in-depth knowledge of corporate communication, reputation management and related disciplines. Participants who complete the whole programme are rewarded with a master degree from Erasmus University Rotterdam.

Our accredited programme is designed to be flexible, and can be combined with a full-time career. You can therefore start at any time, with any of our four modules:

**Part I**
**Foundation of corporate communication**
Foundation course (in January or June)

**Part II Six advanced elective courses**
Six advanced elective courses. You can choose six courses from the 15 that are offered, depending on your personal or professional interest and availability

**Part III International Study Trip**
Discover and learn from the best practices in corporate communication by visiting global companies.

**Part IV**
**Master thesis**
Master thesis.

To obtain the master degree you must complete all four modules.
Upon completion, you will have gained insight from new academic, international perspectives, and learned from working with international peers from diverse industry backgrounds within Europe and beyond.

**www.rsm.nl/mcc**

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**RSM Executive Education**
Bayle Building
Burgemeester Oudlaan 50
3062 PA Rotterdam
The Netherlands
www.rsm.nl/mcc

**Rotterdam School of Management Erasmus University (RSM)** is one of Europe's top-ranked business schools. RSM provides ground-breaking research and education furthering excellence in all aspects of management and is based in the international port city of Rotterdam – a vital nexus of business, logistics and trade. RSM's primary focus is on developing business leaders with international careers who can become a force for positive change by carrying their innovative mindset into a sustainable future. Our first-class range of bachelor, master, MBA, PhD and executive programmes encourage them to become critical, creative, caring and collaborative thinkers and doers.

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