



## Finance for communication professionals

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20, 21 and 25 April 2022  
(Hybrid programme)

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*"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

## 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.

First, using the stakeholder model of strategic management, we will link stakeholders to their respective goals and targets. Second, we will elaborate on the appropriate way to address the goals and targets.

# Learning objectives and your learning 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).

# Your learning experience

You will be taught through a combination of:

- **Hybrid lectures** that provide the basic theoretical frameworks to approach every topic, and additional reading to further develop your understanding of each course topic.
- **Case studies** to help you discuss each topic in depth and better understand how to practise 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.

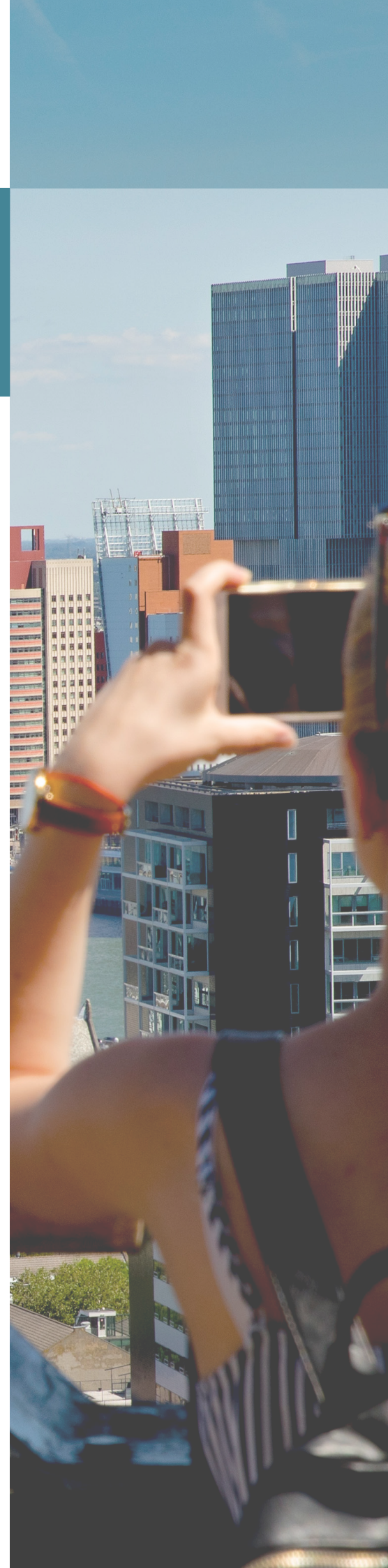
## Exam

Your work will be assessed based on a group assignment. Further details will be announced in the final session of the course.

## Hybrid education

RSM has constructed a professional studio to facilitate your hybrid classes. You can attend this course in person or attend the masterclass via live-video technology.

With this hybrid format, you and your fellow participants are presented with the same information by the professor, at the same time. You can all participate in class discussions, role play and carry out group work. Our hybrid education provides the opportunity to join courses in real time from anywhere in the world.



# Programme overview

## Wednesday, 20 April 2022

### 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

## Thursday, 21 April 2022

### Dealing with shareholders

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

## Monday, 25 April 2022

### Relating accounting with corporate communication

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

# Why finance for communication professionals?

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.

## Previous participants have said:

*"This is the best and the hardest course all in one! Do you want to really learn something, and have a ton of fun and multiple brain explosions in just three days? Sign up!"*

*"I truly appreciated this course because Prof. Florian Madertoner gives you the knowledge to understand the full meaning of the financial data you are presenting, giving you context and relevance to the messages you want to convey, all while avoiding complex technical accounting terms and jargon."*



# Teaching experts

## **Leading lecturer: Florian Madertoner, lecturer – Rotterdam School of Management**

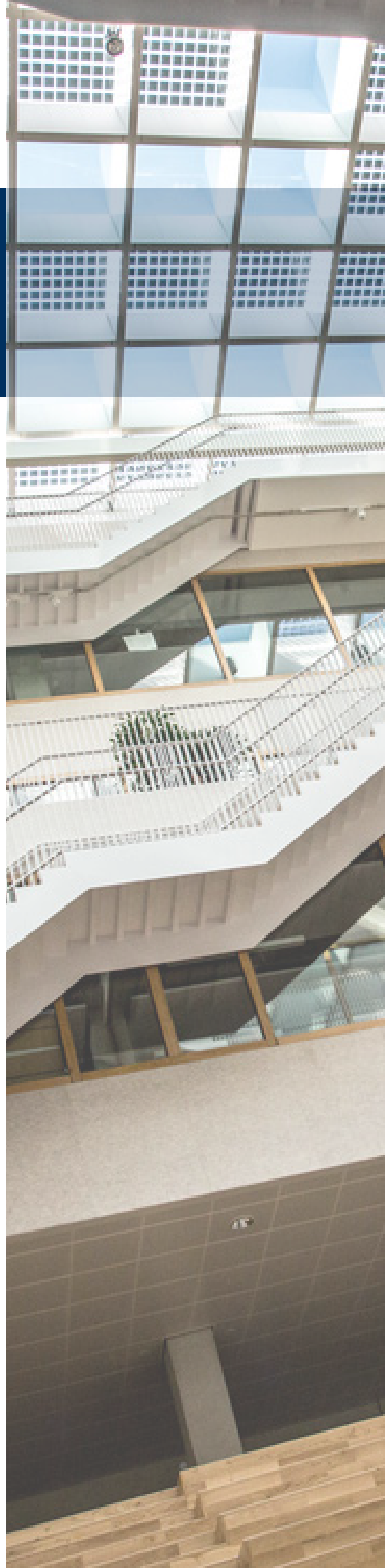
Florian Madertoner is a lecturer at Rotterdam School of Management, Erasmus University (RSM), is an expert in banking and finance. Florian's research interests include capital structure theory, behavioural finance and economic history. He has taken home multiple awards for his teaching activities: the Professor of the Year Award five years running from 2016 to 2020. 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.

## **Raymond Vermeulen, head of media relations – ING Group**

Raymond Vermeulen has been head of media relations at ING Group since 2009 in Amsterdam, where he leads a team of press officers, support staff and part of Corporate Communication (MT member). Here, he is responsible for managing ING Group's reputation in both national and international media.

Functionally, Raymond is responsible for all spokespersons and media relations officers around the world. In addition, he coordinates the communication of ING Group's quarterly financial results.





## For whom?

Are you a communication professional and want to understand the numbers of business? Do you feel the need to help bridge the gap between the communications team and financial stakeholders? Then this is the course for you. It might be an intimidating topic but being able to speak the language of business is highly complementary to your existing skills. You benefit from the course if you are a:

- senior communication manager
- press officer
- director corporate communication
- media relations professional

Here, you are part of a diverse group of accomplished, driven and open-minded professionals from Europe and beyond, working in various communication positions in the public and private sectors, NGOs, and in consultancies.

To join, you should have at least a bachelor's degree and three years of work experience.

## Certification and ECTS

As a participant, you will be asked to apply the theoretical and practical concepts presented in the first part of this course to an organisation of your own choosing. In a written report, you highlight what can be improved, why, and how the improvements can be implemented using the framework presented in the course. This is an individual assignment. Details will be discussed in the final session of the course.

Upon successful completion of this course, you will receive a certificate from Erasmus University Rotterdam.

This course is worth 5 ECTS when you finish it as part of the complete part-time MSc in Corporate Communication.

# Practical information

## Dates

This English-taught course will take place on **20, 21 and 25 April 2022.**

## Online

Via Zoom

## Location

Erasmus University  
Burgemeester Oudlaan 50  
Erasmus Enterprise building (Q)  
Rotterdam, The Netherlands

## Fee

The course fee is €2,900, which includes tuition, course materials, assessment, lunches, refreshments and drinks. A box of refreshments will be sent to online participants. Please note that this fee does not include hotel accommodation.

## Hotel accommodation

There are many acceptable and affordable hotel choices within walking distance of our venue.

## Interested?

We are always happy to answer any questions you might have. Contact us on:

ccc@rsm.nl

+31 10 408 2851

## Ready to apply?

Secure your place by completing [our online application form.](#)



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

You may follow this course on its own or alongside our part-time executive MSc in corporate communication.

Since 1998, we have offered this master programme to communication professionals, like you, who wish to further enhance their careers. The aim is to provide you with strategic, leadership and management skills, as well as in-depth knowledge of corporate communication, reputation management and related disciplines. When you successfully complete the entire programme, you will be rewarded with a master's degree from Erasmus University Rotterdam.

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



## **Part I**

### **Foundation of corporate communication**

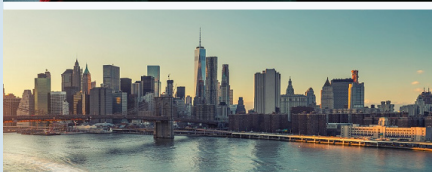
Foundation course (in January or June)



## **Part II**

### **Six advanced elective courses**

Advanced elective courses. You can choose your 6 courses from the 15 electives, depending on your personal or professional interest and availability



## **Part III**

### **Study trip to New York**

International study trip



## **Part IV**

### **Master thesis**

Master thesis

To obtain your master's degree you must successfully 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](http://www.rsm.nl/mcc)

Accredited by



#### Corporate Communication Centre

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Burgemeester Oudlaan 50  
3062 PA Rotterdam  
The Netherlands  
[www.rsm.nl/mcc](http://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.