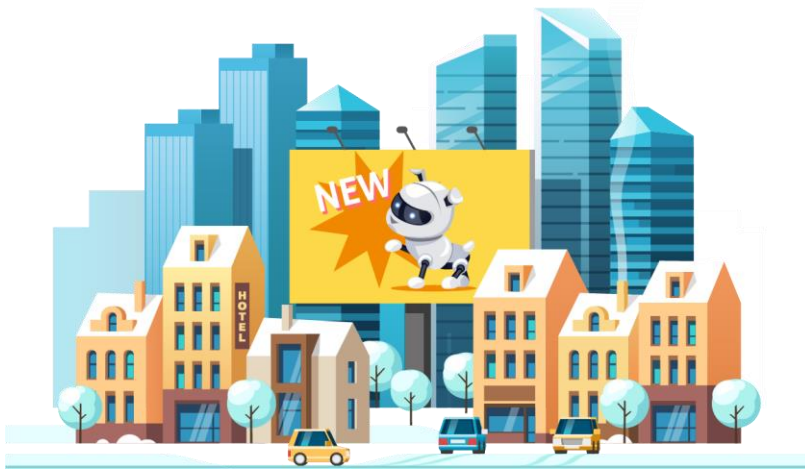


# MARKET VALUE OF THE COMPANY



## LEARNING OBJECTIVES

- Understand the most commonly used business valuation methods.
- Know how to value a company using the multiples approach.
- Know how to value a company using the discounted cash flow approach.

## A WORD FROM THE AUTHOR – Michel TERNISIEN

*« Appraisers pursue a specific objective: to use a range of different approaches to calculate a value for the company assigned to them for appraisal. At the end of their work, they propose an estimate of the company's "market value". This estimate will serve as a starting point for discussions between the seller and buyer.*

*Appraisers must therefore draw out the full potential of the business they are appraising. A single approach will not satisfy this objective, several approaches are required. Because of this, appraisers are required to implement several valuation methods.*

*In this course, I will help you to explore the two valuation methods most commonly used by valuation professionals: valuation multiples and discounted cash flows (DCF). ».*

Level

**Intermediate**

**Expert**

**1**

**Module**

**3H**

# M281 – MOST COMMONLY USED BUSINESS VALUATION APPROACHES

### Learning objectives

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### A word from the author

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### Chapters

- Introduction
- Valuing a company using the multiples approach
- Valuing a company using the discounted cash flow approach (DCF method)

### Quiz – Case studies

- Quiz
- Case study: Valuing a company using the multiples approach
- Case study: Valuing a company using the discounted cash flow approach (DCF method)