

INTRODUCTION IN THE VALUE CREATION



EDUCATION GOAL

- Value a company using value creation techniques

WORD FROM THE AUTHOR – Rémy PALIARD

« The concept of profitable growth is a talking point for every business leader.

Why are company directors the world over discussing profitable growth, and what is the link between the profitable growth objective and value creation?

This, amongst other things, is what you will learn in this course! »

Level

Intermediate

Expert

1

Module

1h20



M51 – INTRODUCTION IN THE VALUE CREATION

Objectives education

- Understand the concepts of "Return on Capital Employed" and "Weighted Average Cost of Capital"
- Study the various drivers that the manager can use to boost profitability
- Learn how to calculate Yearly Value Creation to support decision making

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Chapters

- Preface
- Profitability
- Cost of capital
- Value of the business
- Value creation and decision making
- Conclusion

Practical cases

- Practical case 1 - Calculating YVC (Yearly value creation)
- Practical case 2 - Value of the company and Strategy