



Blended Learning Seminar

Individual company rating

The Blended Learning Seminar on **Individual Company Rating** familiarises participants with the subjects and background knowledge involved in the rating process. The second stage, using a case study in live-session work and through e-learning, teaches how different measures impact on the rating of a model company. A theoretical and a practical section of the course show how qualitative and quantitative factors in success are identified and improvement measures indicated. The seminar also demonstrates how a rating analysis can be utilised in the interests of corporate management. The aim of the product is for the participant to draw up a rating of his own, in order to guarantee sources of financing and to manage his own company in a more targeted way.

Target groups

Target groups of this blended-learning seminar are medium-sized companies from all sectors of industry:

- which want to optimise their access to finance on the financial markets
- which intend to raise their competitiveness through reorganisation, or which are engaged in a reorganisation process.

The Seminar is designed mainly for decision makers from medium-sized companies, such as members of the management board or board of directors, executive managers from finance and accounting, controlling, internal-audit and investor-relations departments, and other interested persons.

Blended learning – design and method

The Seminar on Individual Company Rating consists of six blocks, directly linked with each other, and ends with a final test.

Total time of seminar 6 – 8 weeks

- Introductory online stage (2 weeks)
- 3 live-session stages of 1 – 2 days each
- 2 online stages between the live-session stages of about 3 weeks each
- Individual coaching afterwards

Online (2 weeks)	Live (1 day)	Online (3 weeks)	Live (2 days)	Online (3 weeks)	live (1 day)
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Tuition in the online stage via web-based training (WBT), featuring case studies of a model company, tasks and partner tasks, learning-success measurement through self tests and a final test. The live sessions are designed to deepen the knowledge gained in the online stages, to teach new study topics, to prepare tasks and present results.

Support-based learning, communication and feedback: both across the whole time of the course, and up to four weeks after conclusion of the seminar, participants will receive comprehensive support, covering both technical aspects and the contents of the course (e-tutoring by qualified trainers), who will react quickly to any problems or questions and provide feedback.

Benefits

- flexible learning – alternating **live and online stages**
- **Practical** teaching and repetition of theory
- **Individual monitoring of students' progress** through online (self-)tests
- Practical **examples** and **case studies** involving the topics treated
- Flexible **discussion and exchange of opinions** during the seminar through innovative, online-supported learning methods
- Expert teachers from **auditing** and **corporate consultancy**
- Assistance and coaching even after the course is over

Topics

- Basel I and Basel II
- Capital markets and bank ratings
- Credit-risk management in the bank
- Detailed analysis of annual financial statements
- Qualitative analysis
- Behavioural analysis
- Ratings specific to institutional groups
- Information materials
- Restructuring the assets side
- Restructuring the liabilities side
- Financing projects

Certification

On passing the final test, successful participants will be awarded a certificate by the Akademie für Welthandel AG.

Further information

You will find further information about this seminar and about our complete range of events on the internet at www.akademie-welthandel.de or you can obtain it directly from your contact officer.

Elmar Wendland
Akademie für Welthandel AG
Westendstrasse 70
60325 Frankfurt am Main

Tel.: +49 69 74 74 2 – 160
Fax: +49 69 74 74 2 – 360
e-mail: wendland@akademie-welthandel.de
Internet: www.akademie-welthandel.de