

00:00 (upbeat music)
00:04 - So, a corporate finance concentration
00:07 will allow students to focus
00:10 on the company's financial future,
00:12 if that is something that is of interest to them.
00:14 So specifically, the questions that arise
00:17 is which project do you invest in?
00:21 How do you select among projects?
00:23 And then, so corporate finance area
00:26 allows you to make this evaluation.
00:29 And then the second question arises,
00:31 now that you've determined which project
00:32 you want to invest in,
00:34 how do you fund the project?
00:36 And so this is investment decisions
00:38 and then financing decisions.
00:40 But these are typically long-term decisions.
00:43 There is also something that you can do
00:45 in corporate finance, which is more so daily management,
00:49 such as working capital management,
00:51 but there are aspects of it
00:53 that students can be looking into these section,
00:55 mergers and acquisitions, for example.
00:58 And then very broadly speaking,
01:00 when you are learning corporate finance,
01:02 you are in essence learning
01:05 how do you evaluate financial performance of the company?
01:08 And then those corporate decisions
01:10 that decision makers have made,
01:13 how do they affect financial future of the company?
01:16 part and into accounting, performance,
01:20 financial ratio analysis.
01:23 When a student finishes a corporate finance concentration,
01:27 they can be looking for different jobs
01:30 in the various areas that have been just mentioned,
01:32 'cause it is a very wide area.
01:35 In the sense, there could be many positions
01:37 that are titled financial analyst
01:39 but then students can be working
01:41 on determining financial needs,
01:44 or analyzing capital budgeting projects,
01:46 or long-term financial planning, or analyzing acquisitions,
01:51 or asset sales, doing some budgets or analyzing competitors.
01:57 And then the more of the upper level positions
02:01 in corporate finance definitely would be the treasurer,
02:04 which is more of a senior role,
02:06 but students can also be working as a credit manager,
02:13 they are establishing policies for granting credit
02:15 to suppliers for instance,
02:17 or setting different guidelines for electing on credit,
02:21 or considering whether to use secured receivables
02:24 for instance, and that requires knowledge of the customer

02:27 and ability to analyze financial accounting statements.
02:32 They could also be a cash manager,
02:34 where there is publishing relationships with banks,
02:36 or managing short term credit needs,
02:39 or ensuring that sufficient cash is on hand
02:42 to meet the daily needs, or putting excess cash
02:46 into a concentration account bearing interest,
02:50 and handling international transfers of funds, for example.