
Capital Markets Course for Executives: Equities, Bonds, Alternatives and Market Structure

21 – 25 December 2026
Casablanca





Capital Markets Course for Executives: Equities, Bonds, Alternatives and Market Structure

Ref: 237_18521 Date: 21 – 25 December 2026 Location: Casablanca Fees: 4000 GBP

Programme Summary

Capital markets for executives, covering equities, bonds, alternatives and market structure, is the subject of this one-week training course for senior leaders at intermediate to advanced level, culminating in a market briefing pack for a live investment or funding decision. Boards and executives increasingly approve investments, raise capital and oversee reserves without a working grasp of how each market prices risk. The approach moves from market structure, through equities, fixed income and sukuk, currencies and commodities, to alternatives and macro signals. Mars Training Centre UK delivers this programme in capital markets.

The Business Case

Decisions on funding, reserves and strategic investments are only as sound as the market understanding behind them. Executives who can read yields, valuations and liquidity across asset classes ask sharper questions of advisers, time capital raising better and avoid instruments they cannot explain to their board.

- Quality of Investment Committee Decisions: Improves as members challenge proposals with consistent valuation and risk logic.
- Cost and Timing of Capital Raising: Improves as leaders read market conditions for equity, bonds and sukuk.
- Exposure to Unexplained Investment Risk: Falls as leaders understand liquidity, leverage and valuation in alternatives.

Principles and Evidence Base

- IOSCO Objectives and Principles of Securities Regulation: Its objectives of investor protection, fair, efficient and transparent markets and reduced systemic risk frame the market structure work in Session 1.
- Time Value of Money and Discounted Cash Flow: Present value logic underpins the equity and bond valuation in Sessions 2 and 3.
- Capital Asset Pricing Model: The link between systematic risk and expected return guides the comparison of asset classes in Session 2.
- Efficient Market Hypothesis: Its claims and limits shape how market signals are read in Session 5.



Intended Participants

- Board members who approve investment and funding proposals.
- Executives who oversee corporate reserves, endowments or strategic stakes.
- Investment committee members who challenge managers and advisers.
- Finance and treasury leaders who plan equity, bond or sukuk issuance.

The programme serves finance, treasury and investment functions in family groups, public entities, energy companies and financial institutions.

Learning Outcomes

1. Participants will be able to map how primary and secondary markets, intermediaries and infrastructure fit together.
2. Participants will be able to evaluate equity valuations using earnings, cash flow and market multiples.
3. Participants will be able to interpret yields, credit spreads and duration for bonds and sukuk.
4. Participants will be able to compare the risk, liquidity and return drivers of currencies, commodities and alternative assets.
5. Participants will be able to diagnose macro signals and market indicators relevant to a funding or investment decision.
6. Participants will be able to justify a market view in a briefing for a board or investment committee.

Programme Structure

Day 1: Capital Markets Structure and Participants

How do capital markets work, and who sits on each side of a trade?

- Primary and Secondary Markets: Issuance, Listing and Trading
- Exchanges, Over-the-Counter Markets and Market Infrastructure
- Investors, Issuers, Intermediaries and Their Incentives
- IOSCO Objectives: Investor Protection, Fairness and Systemic Risk
- Money Markets and the Short End of the Curve

Day 2: Equity Markets and Valuation

What drives share prices, and how are equities valued?

- Equity Issuance: Initial Public Offerings and Rights Issues
- Earnings, Dividends and Cash Flow Valuation
- Market Multiples and Peer Comparison
- Risk and Return Under the Capital Asset Pricing Model
- Equity Indices and Market Breadth Indicators



Day 3: Bonds, Sukuk and Credit

How are debt instruments priced, and what moves their value?

- Bond Pricing, Yield to Maturity and the Yield Curve
- Duration, Convexity and Interest Rate Sensitivity
- Credit Ratings, Spreads and Default Risk
- Sukuk Structures and Underlying Asset Backing
- Sovereign, Corporate and Green Bond Issuance

Day 4: Currencies, Commodities and Alternatives

How do non-traditional assets behave, and what risks do they carry?

- Currency Markets and Exchange Rate Drivers
- Commodity Markets: Energy, Metals and Futures Curves
- Private Equity and Venture Capital Fund Structures
- Real Estate and Infrastructure Investment Characteristics
- Hedge Fund Strategies, Leverage and Liquidity Terms

Day 5: Reading Markets for Executive Decisions

What are the markets signalling, and what does it mean for the organisation?

- Macro Drivers: Policy Rates, Inflation and Growth
- Applying Day 3 Yield Curve Signals to Funding Timing
- Using Day 2 and Day 4 Valuation Cues in Investment Proposals
- Questioning Advisers and Managers With Day 1 Market Structure
- Completing the Market Briefing Pack

Methodology

The programme relies on case analysis and data workshops using real market indicators. Participants read yield curves, compare valuations, review issuance documents and critique investment proposals as an investment committee would. Cases draw on corporates, sovereign entities and financial institutions.

- Suggested activity: Comparing two bonds and a sukuk on yield, duration and credit risk.
- Suggested activity: Challenging a private equity fund proposal on fees, leverage and liquidity.
- Suggested activity: Building a one-page market view ahead of a capital raising decision.



Capstone Output

Each participant completes a market briefing pack for a live or recent decision in their organisation. It covers the relevant markets, valuation and yield evidence, key risks, macro signals and a recommended position, ready to present to a board or investment committee.

Frequently Asked Questions

Is the capital markets programme suitable for executives without an investment background?

Yes. It is designed for board members and executives who oversee investment or funding decisions, and assumes general financial literacy rather than investment expertise.

Which frameworks does capital markets training for executives rest on?

It rests on the IOSCO Objectives and Principles of Securities Regulation, discounted cash flow valuation, the capital asset pricing model and the efficient market hypothesis.

How is the capital markets briefing pack used at work?

You can use it to prepare board papers, challenge advisers and frame funding or investment decisions with consistent market evidence.