

Educational Video Series

Debt Capital Markets The Primary Bond Market

CONTENTS:

Modules 1.1. to 1.10.

Over 10 hours in Series

As an expert news services for the global primary bond markets, Bond Radar has formulated a 10-part video education series, with a run time of nearly eleven hours. The series provides a chronological discussion and overview of the main considerations and processes undertaken by bond origination and syndication professionals when bringing a borrower to the primary bond markets.

The goal of the series is to demystify the subject, by stripping away the complexities, and jargon within DCM and providing simple explanations and clarity around the important topics. Each module is peppered with Q&A, as and when relevant, in anticipation of questions on certain topics or terminology used as they come up.

Modules may be purchased and viewed separately; however, they have been written with the intention that the series be viewed in its entirety and in order. Importantly, the course content has been formulated by market veteran DCM origination and syndicate specialists and professionals.

At the end of this course, the viewer will have a comprehensive understanding of the primary bond markets and the DCM bond origination and syndication functions therein.

Certification

The Video Series course is certified by CPD Certification Service, which is the world's leading and largest independent Continuing Professional Development accreditation institution.

A Certificate of Completion will be awarded to those who have concluded all 10 modules and the associated tests.



Audience

The Video series is relevant to a wide range of job functions, areas, and level of knowledge; anyone coming from organizations involved in the sell-side and buy-side of the financial markets, plus financials service firms, corporate law firms supporting the sector, and the financials press would all benefit from a comprehensive understanding of the Debt Capital Markets, its participants, and processes.

Whether you have just started your career in finance, are looking to refresh your knowledge or are simply looking to broaden your understanding of the market, then this course is a strong 'fit'. Importantly, the syllabus does not assume any prior knowledge, study, or work experience.

Learning Objectives

By completing this video series course the user will be able to:

- Understand the main considerations and processes undertaken by origination and syndication professionals when bringing a borrower to the primary bond market (*pre-mandate, execution, and post-issuance*).
- Learn the role of the key players in the financial markets including issuers, intermediaries, rating agencies, trading & sales, investors, and the media.
- Gain a robust understanding of the primary debt markets.

Access

The entire Video Training encompasses 10 Modules, with each video having a run time of approximately 1 hour.

Each video module is passcode protected, with details expiring after 5 days from activation.

The video series is provided via <https://roadshowradar.com/login>.

If more than 1 Module is purchased, access to the following module is provided only after completion of the previous.

We want to make this an entirely positive and rewarding experience for all participants. If you have any particular access requirements (*for example, visual impairment, dyslexia, deafness etc.*) then please contact us at education@bondradar.com so that we may work together to make sure you receive the best experience possible.

Assessment

Users are required to assess their knowledge at the conclusion of each module, by completing a multiple-choice 'online Test' (*provided via a Microsoft Teams Form link*).

Each test is to be completed within a specified time and is compiled of 5 random questions based on the content of each specific module.



Fees & Payment

For further details on fees, delivery, and payment methods please contact:

education@bondradar.com.

Course Syllabus

Module 1.1

Issuer & Issue Considerations: Part 1

1.1.1.	Overview of Debt Capital Markets	1.1.6.	Risk Weightings
1.1.2.	The Bond Markets	1.1.7.	Credit Ratings
1.1.3.	Bond Origination & Issuer Treasury	1.1.8.	Investment Grade vs Non-Investment Grade
1.1.4.	Bond Syndicate	1.1.9.	Institutional vs Retail
1.1.5.	Issuer Type		

Approximate run time: 1 hour & 2 minutes

Module 1.2

Issuer & Issue Considerations: Part 2

1.2.1.	Public vs Private	1.2.5.	Documentation
1.2.2.	Secured vs Unsecured Debt	1.2.6.	Debt Issuance Programmes
1.2.3.	Hold Co vs Op Co	1.2.7.	Issuer Objectives
1.2.4.	Project Finance		

Approximate run time: 1 hour & 2 minutes

Module 1.3

Issuer & Issue Considerations: Part 3

1.3.1.	Cost of Funds & Funding Targets	1.3.5.	Maturity Dates & Structures
1.3.2.	Currency of Issuance	1.3.6.	Coupons
1.3.3.	ESG	1.3.7.	Secondary Comps
1.3.4.	Regulation	1.3.8.	New Issue vs Tap

Approximate run time: 1 hour & 13 minutes



Module 1.4

Pricing Considerations:

1.4.1.	Economic Calendar	1.4.8.	Duration
1.4.2.	Geo-Politics	1.4.9.	Multiple Tranches
1.4.3.	Monetary Policy & Yield Curves	1.4.10.	Financial Covenants
1.4.4.	Swaps	1.4.11.	Bid to Miss
1.4.5.	Zero Coupon Bonds	1.4.12.	Buying Business
1.4.6.	Price	1.4.13.	Pricing Strategies & Sensitivities
1.4.7.	Yield to Maturity	1.4.14.	Credit Default Swaps

Approximate run time: 1 hour & 8 minutes

Module 1.5

Bond Investors:

1.5.1.	Target Investors	1.5.7.	Pension Funds
1.5.2.	Banks	1.5.8.	Insurance Companies
1.5.3.	Asset Managers	1.5.9.	Corporates
1.5.4.	Investment Managers	1.5.10.	Public Institutions
1.5.5.	Fund Managers	1.5.11.	Retail
1.5.6.	Hedge Funds	1.5.12.	Investment Strategies

Approximate run time: 59 minutes

Module 1.6

Issuer Coverage:

1.6.1.	Issuer Treasury	1.6.6.	League Tables
1.6.2.	Borrower Issuance Ambitions	1.6.7.	Pitching to Borrowers
1.6.3.	Syndicate Guidance	1.6.8.	Legal & Documentation
1.6.4.	Sales & Trading Feedback	1.6.9.	Compliance
1.6.5.	Reciprocity		

Approximate run time: 1 hour & 10 minutes

Module 1.7

Pre-Mandate - Indicative Terms & Conditions:

1.7.1.	Overview	1.7.4.	Pricing Updates & Strategy
1.7.2.	Indicative T's & C's Template	1.7.5.	Pushing for the Mandate
1.7.3.	Swaps		

Approximate run time: 1 hour & 4 minutes



Module 1.8

Mandate & Pre-Launch:

1.8.1.	Mandate	1.8.7.	Salesforce Engagement
1.8.2.	Issuance Strategy	1.8.8.	Roadshow
1.8.3.	Appointments	1.8.9.	Timing Considerations
1.8.4.	Due Diligence	1.8.10.	Deal Announcement
1.8.5.	Legal & Documentation	1.8.11.	Investor Feedback
1.8.6.	Market Sounding	1.8.12.	Internal Credit Approvals

Approximate run time: 1 hour & 3 minutes

Module 1.9

Launch, Allocation, Pricing & Syndicate:

1.9.1.	'Go-no-Go' Call	1.9.8.	Allocation Process
1.9.2.	Formal Announcement	1.9.9.	Pricing
1.9.3.	IPT & Guidance	1.9.10.	Syndicate Structure
1.9.4.	Book Building	1.9.11.	Issue Ratings
1.9.5.	Sales Credits	1.9.12.	Subscription / Purchase Agreement
1.9.6.	Investor Orders	1.9.13.	Final Term Sheet
1.9.7.	Order Book		

Approximate run time: 1 hour & 14 minutes

Module 1.10

Post Issuance:

1.10.1.	P&L	1.10.8.	Mandate Rotation
1.10.2.	Clearing, Settlement & Closing	1.10.9.	'In-House De-Brief'
1.10.3.	Long Positions	1.10.10.	'Closing Dinner'
1.10.4.	The 'After Market'	1.10.11.	Acknowledgements & Awards
1.10.5.	Tombstones	1.10.12.	The Next Deal
1.10.6.	Deal Summary / 'Book Stats'	1.10.13.	Digital 'Fintech' Incumbents
1.10.7.	Publicity & Media Coverage	1.10.14.	Closing Statement

Approximate run time: 1 hour & 1 minute



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