

INVESTMENT BANKING

FULL COURSE - UNIVERSITY OF VIENNA / BWZ

Content

The aim of the Course in Investment Banking (the “Course”) is to provide insights into Corporate Finance–related industries as well as selected client-strategic and transactional situations. The Course will cover, among other topics, the assessment and implementation of investment banking products applied to specific client contexts, including:

- Financial analysis and valuation
- Equity and debt capital markets products and services
- Restructuring
- Mergers & acquisitions

Learning Approach

The Course is designed around case-based learning, placing participants in realistic business situations that require analytical rigor and thoughtful executive decision-making. Through active discussion and collaboration, participants will explore diverse investor perspectives, stakeholder constraints, and value creation strategies while applying key corporate finance concepts. Mandatory Hand-ins will ensure thorough preparation ahead of each session and help participants maximize the value of in-class discussions and exercises.

Learning Outcomes

Upon successful completion of the Course, you will be able to:

- Discuss trends affecting the investment banking industry and assess their implications.
- Understand major investment banking products and services.
- Explain how the investment banking industry and capital markets interact.
- Understand internal procedures and decision-making processes involved in delivering investment banking products and services.
- Appreciate the various dimensions of the client interface.
- Describe key aspects of performance and risk management.
- Evaluate the impact of financial innovation, technological advances, and regulatory changes on the structure and dynamics of the investment banking industry.

Course Description

The Course provides a comprehensive overview of key transactions and activities within the investment banking industry. Participants will analyze real-world cases from both the bank’s and the client’s perspectives to understand the strategic, financial, and operational dimensions of investment banking. Through a case study–based format, the Course emphasizes practical application of corporate finance concepts to equity and debt capital markets, mergers and acquisitions, and restructuring. Participants will learn to evaluate complex transaction scenarios, assess client objectives, and develop strategic recommendations in dynamic market contexts.

Case Studies

Case #1: On April 8, 2019, Occidental's CEO Vicki Hollub made a private offer to buy **Anadarko Petroleum Corporation** for \$72 in cash and stock. Anadarko's CEO Al Walker said he would consider the offer, yet three days later, on April 11, he signed a merger agreement with Chevron in a deal worth \$65 per share in cash and stock. This agreement included a \$1 billion "break-up" (termination) fee payable to Chevron if Anadarko accepted another offer. To avoid losing the deal, Hollub then made an initial public offer to buy Anadarko for

\$76 per share in cash and stock on April 24. When Anadarko failed to respond, Hollub, revised her offer on May 5. Although the revised offer had the same stated value of \$76 per share, it included substantially more cash (\$59 per share instead of the original \$38 per share). With competing offers on the table, Walker now had to decide whether to accept Chevron's \$65 offer or pay the break-up fee and accept Occidental's \$76 offer? Of course, once he had made up his mind, he would have to convince his board that it was the right offer to accept and the right price.

Case #2: In January 2012, Ellen Kullman, CEO and chairman of **DuPont**, must decide whether to retain or sell the company's Performance Coatings (DPC) division. The case focuses on a publicly listed corporation's decision to divest a large division and asks students to compare the division's value if it remains under DuPont's control or is sold to an outside party. The transaction size of approximately \$4 billion is too large for potential strategic buyers in the industry, making private equity (PE) firms the most likely bidders. The case is designed to illustrate and discuss the differences between a public company's valuation based on unlevered free cash flows and a PE sponsor's valuation based on residual (levered) cash flows.

Case #3: In December 2015, **Canadian Pacific Railroad** (CPR) has just made its third bid to acquire Norfolk Southern Corporation (NSC), one of the largest railroads in the United States. Having rejected the prior offers, NSC's CEO James Squires and the NSC board must now value the current offer including the projected merger synergies as well as a recently-added contingent value right (CVR) designed to "sweeten" the offer, and decide how to respond.

Case #4: In September 2013, Miles Griffin, CEO and chairman of the board of **Newfield Energy**, prepares to present financial proposals to the board of directors for approval. Newfield (based in Houston, Texas) was a large independent energy company primarily engaged in the exploration, development, and production of crude oil, natural gas, and natural gas liquids. It had experienced declines in earnings and cash flows in recent years because of the decline of natural gas prices and asset write-downs. The proposals to the board, prepared by the CFO, included (1) a press release outlining that the company was planning to divest several natural gas projects immediately, probably at significant book losses; (2) a significant reduction of common stock dividends; and (3) an exchange offer under which the company would exchange up to 20% of its common stocks into newly issued preferred stocks. Griffin was concerned that the breadth and complexity of the proposals might cause investors to worry.

Case #5: Acting as its chief financial officer (CFO), try to determine how **Coleco** can fend off creditors. Coleco is in default on its loans and is in a negative equity position.

Participation

All of the following are mandatory and a condition to be graded:

1. Full and timely involvement by presence and active participation in all sessions; and
2. Delivery of all Mandatory Hand-Ins at least 12 hours prior to the respective session.

Grading

Grading will be dependent upon the quality of your professional preparation, active participation and contribution in classroom, as well as the quality and timely delivery of your Mandatory Hand-Ins. With a total score of a maximum of 100 points achievable, grading will be as follows:

Points	Grade
0 – 49	5
50 – 63	4
64 – 77	3
77 – 90	2
90 – 100	1

Distribution of points:

- Quality of class room participation & Interim Tests max. 25 points
- Mandatory Hand-Ins (incl. class room presentations) max. 75 points (i.e. 15 per Hand-In)
- Presentation in class max. 7 bonus points (per presentation)

Attitude

The Course is intensive and requires substantial time, effort, energy, and concentration. However, our aim is to learn and enjoy the process. A professional attitude is therefore essential:

- You are expected to be in class on time and present through entire sessions.
- You are expected to professionally prepare, submit the Mandatory Hand-Ins on time, and to actively participate in all sessions.
- Mobile phones and other devices must be switched off for the entire duration of each session — without exception. Chatting on social media or similar during class is utmost unprofessional, disrespectful vis-à-vis colleagues, and will result in instant disqualification from the Course.

Academic integrity policy

- Cheating, plagiarism, and any other violations of academic ethics will not tolerated.
- Please note that all Mandatory Hand-Ins will be individually checked (including with A.I.-related tools) with any identified plagiarism leading to instant disqualification and notification of the Dean's Office.

Preparation

- All core themes and topics covered in the Course are addressed in the textbook: Schopper, Corporate Finance Concepts, 3rd edition (2024). Thorough study of this book is mandatory. You are expected to carefully read and work through all relevant sections in preparation for the Course and throughout its duration.
- Additional recommended references include general corporate finance texts, such as those authored by Aswath Damodaran, which provide complementary perspectives and deeper theoretical background
- Please note and be mindful of the intensity of the Course: Depending upon how familiar you are with the case study method, you may assume that the preparation of each Mandatory Hand-In realistically requires a minimum of 4-6 hours.

Course Schedule

	21.März 2026	28.März 2026	TBD
	08.00 - 20.00	08.00 - 20.00	08.00 - 20.00
	Session 1	Session 4	
1	IB Industry - Overview	Canadian Pacific	To be Announced
2	Corporate Analysis	Complex M&A	
3	Corporate Valuation	Earn-Out	
	Session 2	Session 5	
4	Anadarko	Newfield Energy	
5	Complex M&A	Dividend Policy	
6	M&A Tactics	Structured Finance	
	Session 3	Session 6	
7	DuPont	Coleco	
8	LBO Valuation	Restructuring in Distress	
9	Private Equity	Wrap Up	
	= Individual Case Study Assignments		
	= Group Case Study Assignment		
	= Lectures (as required)		

Mandatory Hand-Ins

Mandatory Hand-Ins are useful for you to get a maximum out of the Course by preparing and analyzing real situations.

- You are required to submit a PowerPoint presentation for a total of 5 case studies.
- Mandatory Hand-Ins will be graded on group basis, whereby group size will not exceed two (2).
 - Please note: Group work requires full collaboration on all five cases. Cases may not be split among members. Each participant must be able to discuss and defend the group's conclusions, as individual understanding may be tested.
- The volume, structure, and number of slides are at your discretion (ideally not exceeding 10 slides, excluding appendices). Quality and creativity take precedence over quantity).
 - Often, for assignments, creativity is key — provided conclusions are supported by analysis, data, or financial modeling (to be included in an appendix).
 - A suggested presentation structure:
 - Analytical status quo / current situation
 - Identification of key issues
 - Evaluation of feasible alternatives
 - Recommended action and rationale
 - Next steps
 - Appendix
- Submit presentations via email to christian.schopper@aon.at no later than 12 hours prior to the respective session, and bring a copy on a USB stick to class.
 - Downloading presentations during class has proven inefficient and takes away from discussion time.

- Two to three students will be randomly selected to present their conclusions in class (max. 15 minutes), followed by a Q&A session.
 - It is strongly recommended to rehearse presentations beforehand, as the 15-minute time limit is strict.
- Please mind: A case study is never about “right” or “wrong”, but about best arguments in regards to a real-life situation... and eventually about: What you would do (!) and how you would implement your recommendation. Also, please do not repeat presenting facts already provided in the case study (unless relevant for your conclusion), but focus instead on your analysis and assessment.

Miscellaneous

- In regards to any questions concerning the Course, please feel free to get in touch with me, preferably via email (christian.schopper@aon.at).
- Information regarding my background can be found on www.christianschopper.com.