Securities Issuance & Primary Markets Training Course

Professional Development Training Course Outline

Category	Capital Markets and Investment	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Securities Issuance & Primary Markets Training Course is designed to equip participants with a comprehensive understanding of the mechanisms, regulations, and operational processes involved in issuing securities and managing primary markets. This course integrates cutting-edge knowledge on capital market trends, financial instruments, IPO processes, regulatory compliance, and investment strategies. Participants will gain practical insights into equity and debt issuance, market analysis, investor engagement, and risk mitigation, ensuring they are prepared to contribute effectively to financial institutions, regulatory bodies, and corporate finance teams. Strong emphasis is placed on real-world applications, enabling participants to connect theoretical knowledge with market practices.

In today’s fast-evolving financial landscape, proficiency in securities issuance and primary market operations is essential for financial analysts, investment bankers, compliance officers, and corporate finance professionals. This training leverages interactive sessions, case studies, and expert-led discussions to enhance participants’ strategic thinking, analytical skills, and decision-making capabilities. The course provides participants with the tools to optimize capital raising strategies, ensure regulatory compliance, and execute market transactions efficiently. By the end of the program, learners will be confident in navigating complex market environments and contributing to organizational growth.

Programme Curriculum

Securities Issuance & Primary Markets Training Course

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Course Objectives

1. Understand the fundamentals of securities issuance and primary market operations.
2. Analyze equity and debt instruments for effective capital raising strategies.
3. Evaluate regulatory frameworks governing securities issuance globally.
4. Gain expertise in initial public offering (IPO) processes and procedures.
5. Develop skills in prospectus preparation and investor communications.
6. Apply market research techniques to assess demand and pricing for new securities.
7. Learn risk management strategies for primary market transactions.
8. Master syndication and underwriting processes for institutional and retail investors.
9. Understand corporate governance and compliance requirements in securities issuance.
10. Explore the role of financial intermediaries in primary market operations.
11. Use digital platforms and fintech solutions for efficient securities issuance.
12. Analyze case studies of successful and failed IPOs for practical insights.
13. Implement best practices for strategic decision-making in capital markets.

Organizational Benefits

- Improved capital raising efficiency and effectiveness.
- Enhanced regulatory compliance and reduced legal risks.
- Increased investor confidence through professional market practices.
- Strengthened strategic planning for corporate finance initiatives.
- Optimized IPO and debt issuance processes.
- Improved decision-making in primary market operations.
- Enhanced risk management in securities transactions.
- Upgraded team capabilities in market research and analysis.
- Increased organizational competitiveness in capital markets.
- Better integration of technology and digital solutions in issuance processes.

Target Audiences

1. Investment bankers and capital market professionals.
2. Corporate finance managers and treasury teams.
3. Compliance and regulatory officers.
4. Financial analysts and portfolio managers.
5. Accountants and auditors in capital market operations.
6. Private equity and venture capital professionals.
7. Legal advisors and corporate counsel.
8. Professionals seeking certification or advanced knowledge in securities issuance.

Course Duration: 5 days

Course Modules

Module 1: Introduction to Securities Issuance

- Overview of primary markets and their significance
- Types of securities: equity and debt instruments
- Role of issuers, underwriters, and investors
- Regulatory environment and compliance essentials
- Market trends and emerging practices
- Case Study: Analysis of a recent IPO launch

Module 2: Equity Issuance Process

- Steps involved in issuing common and preferred stock
- Preparing the prospectus and financial statements
- Investor targeting and roadshows
- Pricing and allocation strategies
- Managing shareholder expectations
- Case Study: Successful equity issuance strategy

Module 3: Debt Issuance Fundamentals

- Introduction to bonds, notes, and debentures
- Structuring and pricing debt instruments
- Understanding credit ratings and risk assessment
- Legal and regulatory documentation requirements
- Debt syndication and placement
- Case Study: Corporate bond issuance analysis

Module 4: Initial Public Offerings (IPO) Procedures

- IPO planning and timeline

- Regulatory approvals and filings
- Valuation methods and pricing strategies
- Marketing and investor relations
- Post-IPO compliance and reporting
- Case Study: IPO performance evaluation

Module 5: Regulatory Compliance in Securities Issuance

- Securities laws and market regulations
- Disclosure obligations and transparency
- Corporate governance in primary markets
- Risk and fraud mitigation techniques
- Regulatory audits and enforcement actions
- Case Study: Compliance breach resolution

Module 6: Underwriting and Syndication

- Types of underwriting arrangements
- Roles of lead and co-managers
- Risk allocation and liability considerations
- Investor allocation and book-building
- Secondary market impact of issuance
- Case Study: Underwriting structure of a major IPO

Module 7: Market Research and Pricing Strategy

- Assessing market demand for new securities
- Pricing models and valuation techniques
- Investor sentiment analysis
- Timing and market entry strategy
- Data-driven decision-making in primary markets
- Case Study: Pricing analysis for successful bond issuance

Module 8: Technology and Innovation in Primary Markets

- Digital platforms for issuance and subscription
- Role of fintech in capital raising
- Blockchain and tokenized securities
- Automation and process optimization
- Enhancing investor engagement with technology
- Case Study: Digital IPO platform implementation

Training Methodology

- Interactive lectures with real-world examples
- Hands-on workshops and practical exercises
- In-depth case study analyses of local and global IPOs
- Group discussions and peer learning sessions
- Role-playing scenarios for underwriting and investor engagement
- Continuous assessments and feedback to reinforce learning

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.
f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com