

Finance



Wouter De Maeseneire

PROFESSOR OF CORPORATE FINANCE

Wouter De Maeseneire is a passionate and experienced teacher who truly enjoys explaining financial management principles by linking finance to business models and company strategies. Wouter obtained his Ph.D. from Erasmus University Rotterdam. He has worked as Assistant Professor in Corporate Finance at Erasmus and as Visiting Professor at Vlerick Business School. Currently, he is Associate Professor in Corporate Finance at Vlerick and Visiting Professor at Erasmus and Ghent University. He is also Program Director of the Master in Financial Management, having previously carried out this role for the Master in General Management. Additionally, Wouter is a member of the board of directors of the Xior real estate company.

Every employee contributes to an organization's financial results. That is why it is essential to understand and optimize your individual input. Unfortunately, there are several misconceptions about financial management. For example, it is boring, and only the finance department determines the financial results. How do you overcome these misconceptions?

It is essential to develop a helicopter view of finance. That requires an understanding of basic financial concepts and relationships. You

don't have to become an expert, but you must have a solid grasp of the most important terms. What is the cash flow? What is a profit and loss statement? These questions help you to gain insight into your contribution to the financial results. It enables you to determine what you can change and what you cannot influence. Just as important, it allows you to better understand the impact of the financial results on organizational decisions.



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The finance module uses the FAST simulation to explain the financial theory step by step. This interactive exercise requires you to set up a speedboat company. You receive capital from the shareholders and loans from the bank to buy buildings, factories, machines, and materials. You also have to hire employees. Through the simulation, you become familiar with various financial terms, and you learn about the relevant associated documents. What is the impact of purchasing raw materials on your cash flow? If you have to pay a supplier immediately, how does this affect your profit and loss statement? Finally, you learn about liquidity, profitability, and solvency.

In addition to the FAST simulation, you discover via real-life cases the story behind a firm's financial results. You learn how to link the financial documents with the underlying economic reality and the business model.

The aim of the finance module in the Learn to speak business program is to make you comfortable with the basic financial concepts and to give you economic insight into the results of an organization. It helps you to take responsibility for your contribution, and to define actions for improvements of the financial results.