MERCURY

Professional Business Finance Analysis Techniques

7 – 11 June 2027
Rome (Italy)



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Professional Business Finance Analysis Techniques

Ref: 121788_1047620 **Date:** 7 – 11 June 2027 **Location:** Rome (Italy) **Fees:** 6200 Euro

Introduction

The Professional Business Finance Analysis Techniques course provides participants with the essential knowledge required to evaluate financial performance and support effective business decisions. It explores advanced financial analysis methods, business finance concepts, and practical approaches for interpreting financial information. Participants will understand how to analyze financial statements, assess profitability, evaluate risks, and measure organizational performance. The program focuses on developing analytical skills that help finance professionals improve planning, forecasting, and strategic decision-making. It introduces modern techniques for financial modeling, budgeting analysis, and performance evaluation. Participants will strengthen their ability to apply financial analysis techniques in complex business environments.

Targeted Groups

This Professional Business Finance Analysis Techniques training targets professionals seeking knowledge and skills:

- Finance managers improve their business financial analysis skills.
- Accountants are developing advanced financial evaluation abilities.
- Financial analysts enhance reporting and forecasting expertise.
- Business managers understand financial decision-making.
- Investment professionals assessing business performance.
- Entrepreneurs analyzing a company's financial health.
- Executives improve their strategic finance knowledge.

Course Objectives

Participants will achieve the following objectives by completing the Professional Business Finance Analysis Techniques course:

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- Understand key principles of business finance analysis.
- Analyze financial statements and performance indicators.
- Apply financial ratio analysis techniques effectively.
- Evaluate profitability, liquidity, and financial stability.
- Interpret financial data for business decisions.
- Develop skills in financial forecasting methods.
- Understand financial modeling concepts and applications.
- Assess investment opportunities using financial analysis.
- Identify financial risks and improvement areas.
- Apply budgeting and cost analysis approaches.
- Improve strategic financial planning capabilities.
- Support management decisions with accurate financial insights.
- Measure organizational performance through financial metrics.
- Evaluate cash flow management practices.
- Strengthen professional financial analysis skills.

Targeted Competencies

Participants will gain the following competencies during the Professional Business Finance Analysis Techniques program:

- Financial statement analysis skills.
- Business performance evaluation abilities.
- Financial ratio interpretation expertise.
- Strategic financial decision-making skills.
- Budget analysis capabilities.
- Cash flow evaluation knowledge.
- Financial forecasting techniques.
- Risk assessment abilities.
- Investment analysis understanding.
- Financial modeling skills.
- Cost management competencies.
- Data-driven financial thinking.
- Performance measurement skills.

Studying Scenarios

In this Professional Business Finance Analysis Techniques training, participants develop skills through the following scenarios:

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- Analyzing company financial statements.
- Evaluating profitability challenges.
- Reviewing cash flow performance.
- Assessing investment decisions.
- Comparing financial performance trends.
- Identifying business financial risks.
- Developing financial improvement strategies.

Course Content

Unit 1: Fundamentals of Business Finance Analysis

- Introduction to business finance analysis concepts.
- Understanding financial analysis objectives.
- Exploring the role of financial analysts.
- Reviewing financial information sources.
- Understanding the structure of financial statements.
- Analyzing balance sheets and income statements.
- Examining cash flow statements.
- Identifying key financial performance indicators.

Unit 2: Financial Statement Analysis Techniques

- Understanding financial statement interpretation methods.
- Applying horizontal and vertical analysis techniques.
- Evaluating revenue and expense performance.
- Analyzing profitability ratios and indicators.
- Measuring liquidity through financial ratios.
- Assessing business solvency and stability.
- Reviewing efficiency and operational ratios.
- Interpreting financial trends for decisions.

Unit 3: Financial Planning and Forecasting Methods

- Understanding financial planning principles.
- Developing effective financial forecasting approaches.
- Analyzing business growth expectations.
- Evaluating future financial requirements.
- Understanding budgeting analysis techniques.
- Reviewing cost forecasting methods.
- Applying scenario-based financial planning.
- Improving financial decision accuracy through forecasts.

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Unit 4: Business Performance and Risk Analysis

- Understanding business performance measurement.
- Evaluating financial strengths and weaknesses.
- Identifying financial risks and challenges.
- Applying risk assessment techniques.
- Analyzing investment performance factors.
- Reviewing financial control processes.
- Measuring operational financial efficiency.
- Supporting strategic decisions through analysis.

Unit 5: Advanced Financial Analysis Applications

- Exploring advanced financial analysis techniques.
- Understanding financial modeling applications.
- Applying financial data interpretation methods.
- Evaluating business investment opportunities.
- Analyzing cash flow optimization strategies.
- Reviewing strategic financial management practices.
- Improving financial reporting quality.
- Integrating analysis results into business planning.

Final Insights & Key Takeaways

The course enables participants to develop strong analytical capabilities for evaluating financial performance and supporting strategic business decisions. It builds practical understanding of financial analysis, forecasting, risk evaluation, and performance improvement approaches.