MERCURY

Strategic Financial Management and Corporate Finance Skills

22 – 26 February 2027
Lisbon (Portugal)



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Strategic Financial Management and Corporate Finance Skills

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Introduction

The Strategic Financial Management and Corporate Finance Skills course develops the financial thinking needed to connect corporate strategy with sustainable business performance. It examines how financial managers evaluate investment opportunities, financing choices, liquidity needs, and shareholder value. It covers strategic financial planning, financial analysis, capital budgeting, cost of capital, capital structure, and working capital management. Participants explore financial forecasting, scenario analysis, risk assessment, and performance measurement to support informed executive decisions. The program addresses valuation, cash flow management, resource allocation, and corporate financial strategy within changing business conditions. It emphasizes analytical judgment, financial discipline, and translating financial information into practical strategic decisions.

Targeted Groups

This Strategic Financial Management and Corporate Finance Skills training targets professionals seeking knowledge and skills:

- Finance managers leading strategic planning and performance decisions.
- Financial analysts evaluating performance, investments, and risks.
- Management accountants supporting budgeting, forecasting, and resource allocation.
- FP&A professionals strengthening financial modeling and scenario analysis.
- Corporate finance specialists assessing capital structure and investment choices.
- Accountants preparing financial analysis for management decisions.
- Business managers improving financial decision-making and commercial awareness.

Course Objectives

Participants will achieve the following objectives by completing the Strategic Financial Management and Corporate Finance Skills course:

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- Explain strategic financial management principles and corporate finance functions.
- Analyze financial statements, ratios, cash flows, and performance indicators.
- Apply strategic financial planning to business objectives and growth priorities.
- Evaluate capital budgeting decisions using investment appraisal techniques.
- Calculate cost of capital and assess financing alternatives.
- Examine capital structure choices and their effects on financial performance.
- Apply financial forecasting, scenario analysis, and sensitivity analysis.
- Assess working capital requirements, liquidity, and cash flow management.
- Evaluate business value using appropriate valuation approaches.
- Identify financial risks and assess their potential business impact.
- Interpret financial data to support resource allocation and investment decisions.
- Develop evidence-based recommendations for senior management and corporate decision-making.

Targeted Competencies

Participants will gain the following competencies during the Strategic Financial Management and Corporate Finance Skills program:

- Strategic financial planning.
- Financial statement analysis.
- Capital budgeting and appraisal.
- Financial modeling and forecasting.
- Cost of capital analysis.
- Capital structure optimization.
- Cash flow management.
- Business valuation.
- Financial risk management.
- Resource allocation.
- Financial communication and judgment.

Real-world Case Studies

In this Strategic Financial Management and Corporate Finance Skills training, participants develop skills through the following cases:

- Expansion planning evaluates NPV, IRR, and scenario analysis.
- Financing decisions compare debt, equity, and cost of capital.
- Liquidity assessment examines cash flow and working capital.
- Acquisition analysis evaluates valuation, risk, and strategic fit.

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Course Content

Unit 1: Strategic Financial Management Foundations

- Define strategic financial management and its role.
- Link strategy with financial objectives and value creation.
- Examine investment, financing, and dividend decisions.
- Distinguish financial control from strategic planning.
- Assess profitability, liquidity, growth, and risk.
- Interpret financial performance and value indicators.
- Align financial priorities with organizational strategy.

Unit 2: Financial Analysis, Planning and Forecasting

- Interpret key financial statements.
- Apply profitability, liquidity, and leverage ratios.
- Analyze trends, margins, returns, and cash flow.
- Identify financial strengths, weaknesses, and risks.
- Develop strategic financial planning assumptions.
- Forecast revenues, costs, and cash flows.
- Apply scenario and sensitivity analysis.
- Evaluate financial performance for decision-making.

Unit 3: Investment Decisions, Valuation and Capital Budgeting

- Explain capital budgeting principles.
- Apply NPV, IRR, and payback methods.
- Assess project cash flows and timing.
- Compare investment alternatives and assumptions.
- Apply DCF and market-based valuation.
- Identify key business value drivers.
- Integrate risk into investment decisions.
- Prioritize investments using financial analysis.

Unit 4: Capital Structure, Financing and Risk Management

- Examine debt, equity, and financing sources.
- Calculate cost of debt and equity.
- Assess capital structure and financial risk.
- Analyze leverage and its financial effects.
- Identify interest, liquidity, market, and credit risks.
- Develop sustainable financing strategies.
- Evaluate risk-return trade-offs.
- Link financing with corporate strategy.

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Unit 5: Working Capital, Cash Flow and Strategic Performance

- Analyze working capital components.
- Evaluate receivables, inventory, and payables.
- Improve cash flow management.
- Assess short-term financing needs.
- Monitor performance using financial KPIs.
- Analyze variances and performance gaps.
- Develop strategic financial recommendations.
- Integrate financial and operational perspectives.

Final Insights & Key Takeaways

Strategic financial management aligns financial decisions, risk management, and resource allocation with long-term value creation. Strong corporate finance skills support sound analysis, risk control, and better business decisions.