MERCURY

Strategic Financial Management for Business Growth

2 – 6 August 2027
Milan (Italy)



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Strategic Financial Management for Business Growth

Ref: 121817_1081752 **Date:** 2 – 6 August 2027 **Location:** Milan (Italy) **Fees:** 6200 Euro

Introduction

The Strategic Financial Management for Business Growth course provides professionals with a comprehensive understanding of how financial strategies support sustainable organizational development and competitive performance. It explores the principles of financial planning, investment decisions, capital management, and performance evaluation to enhance business growth. Participants examine how financial leaders analyze market conditions, manage resources, and align financial objectives with strategic business goals. The program focuses on developing the ability to make informed financial decisions that improve profitability, efficiency, and long-term value creation. It highlights the role of financial management in risk control, forecasting, and organizational success. Participants gain essential knowledge for effective strategic financial decision-making.

Targeted Groups

This Strategic Financial Management for Business Growth training targets professionals seeking knowledge and skills:

- Finance managers are improving strategic financial decision-making.
- Business leaders are enhancing financial planning capabilities.
- Accountants are developing advanced financial management skills.
- Financial analysts supporting business growth strategies.
- Entrepreneurs managing business financial performance.
- Executives aligning finance with organizational objectives.
- Professionals involved in budgeting and forecasting activities.

Course Objectives

Participants will achieve the following objectives by completing the Strategic Financial Management for Business Growth course:

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- Understand strategic financial management principles and business value creation.
- Analyze financial information to support effective decisions.
- Develop financial strategies aligned with organizational growth objectives.
- Evaluate investment opportunities using financial analysis techniques.
- Improve budgeting and forecasting processes for business planning.
- Apply risk management approaches to financial decisions.
- Understand capital structure and funding strategies.
- Assess financial performance using key measurement indicators.
- Strengthen skills in managing profitability and operational efficiency.
- Support sustainable growth through strategic financial planning.
- Interpret financial trends for improved business decisions.
- Enhance leadership capabilities in financial management practices.

Targeted Competencies

Participants will gain the following competencies during the Strategic Financial Management for Business Growth program:

- Strategic financial planning and analysis skills.
- Business growth evaluation capabilities.
- Advanced budgeting and forecasting knowledge.
- Investment decision-making competencies.
- Financial performance assessment skills.
- Risk identification and management abilities.
- Capital allocation and resource optimization skills.
- Financial leadership and strategic thinking capabilities.
- Ability to connect financial goals with business strategies.

Studying Scenarios

In this Strategic Financial Management for Business Growth training, participants develop skills through the following scenarios:

- Analyzing financial strategies for expanding business operations.
- Reviewing investment decisions for profitable growth opportunities.
- Evaluating budget performance and resource allocation challenges.
- Developing financial plans during changing market conditions.
- Assessing risks affecting long-term business sustainability.

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Course Content

Unit 1: Foundations of Strategic Financial Management

- Understanding the role of strategic financial management in business growth.
- Exploring financial management principles and organizational objectives.
- Examining the relationship between finance strategy and business performance.
- Identifying key responsibilities of strategic financial managers.
- Understanding financial decision-making processes in organizations.
- Reviewing the impact of financial planning on sustainable growth.

Unit 2: Financial Planning, Budgeting, and Forecasting

- Understanding strategic financial planning approaches for business development.
- Developing effective budgeting processes to support organizational goals.
- Exploring financial forecasting methods for future decision-making.
- Analyzing revenue, cost, and profitability projections.
- Understanding cash flow planning and financial sustainability.
- Evaluating budget control methods for improving financial performance.

Unit 3: Investment Decisions and Capital Management

- Understanding investment analysis principles and business growth opportunities.
- Evaluating capital investment decisions using financial criteria.
- Exploring capital structure strategies and funding options.
- Analyzing the importance of efficient resource allocation.
- Understanding financial risk factors affecting investment decisions.
- Reviewing methods for improving return on investment.

Unit 4: Financial Performance Analysis and Risk Management

- Understanding financial performance measurement techniques.
- Analyzing financial statements to evaluate business conditions.
- Exploring key performance indicators for strategic decisions.
- Identifying financial risks affecting organizational growth.
- Developing approaches for managing financial uncertainty.
- Understanding profitability improvement strategies and cost optimization.

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Unit 5: Strategic Financial Leadership and Business Growth

- Exploring the role of financial leadership in business success.
- Aligning financial strategies with long-term organizational goals.
- Understanding decision-making approaches for competitive advantage.
- Developing strategies for sustainable business growth.
- Evaluating financial opportunities in changing business environments.
- Strengthening strategic thinking for future financial challenges.

Final Insights & Key Takeaways

The Strategic Financial Management for Business Growth course enables professionals to understand how effective financial strategies drive organizational performance and sustainable expansion. Participants gain essential knowledge to improve financial decision-making, manage resources effectively, and support long-term business success.