MERCURY

Corporate Finance Analysis and Valuation

31 May – 4 June 2027
Casablanca (Morocco)



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Corporate Finance Analysis and Valuation

Ref: 121832_1081759 **Date:** 31 May – 4 June 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction

The Corporate Finance Analysis and Valuation course provides an understanding of how organizations evaluate financial performance, assess investment opportunities, and determine business value. It explores essential concepts in corporate finance, including financial analysis, valuation techniques, capital structure decisions, and value creation strategies. Participants will interpret financial statements, analyze business performance, and apply valuation approaches to support informed financial decisions. The program focuses on the relationship between financial data, market conditions, and strategic corporate objectives. It develops the ability to evaluate companies from an investor, management, and decision-making perspective. Participants will understand how financial analysis and valuation principles contribute to sustainable business growth and effective corporate strategy.

Targeted Groups

This Corporate Finance Analysis and Valuation training targets professionals seeking knowledge and skills:

- Finance managers improving corporate financial decision-making capabilities.
- Financial analysts evaluating business performance and investment opportunities.
- Accountants developing advanced financial analysis skills.
- Investment professionals assessing company value and market potential.
- Business managers understanding financial valuation principles.
- Corporate executives supporting strategic financial planning.
- Banking professionals analyzing corporate financial strength.
- Entrepreneurs evaluating business growth and funding decisions.

Course Objectives

Participants will achieve the following objectives by completing the Corporate Finance Analysis and Valuation course:

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- Understand the fundamental principles of corporate finance analysis and valuation.
- Analyze financial statements to evaluate business performance and financial health.
- Interpret key financial ratios used in corporate decision-making.
- Apply valuation concepts to determine company and investment value.
- Understand different approaches to business valuation and financial modeling.
- Evaluate investment decisions using financial assessment techniques.
- Examine the relationship between risk, return, and corporate value creation.
- Analyze capital structure decisions and their impact on organizational performance.
- Understand cash flow analysis and its importance in valuation processes.
- Develop the ability to assess mergers, acquisitions, and strategic investments.
- Recognize the role of financial forecasting in valuation accuracy.
- Improve decision-making through structured corporate finance evaluation methods.

Targeted Competencies

Participants will gain the following competencies during the Corporate Finance Analysis and Valuation program:

- Ability to analyze corporate financial performance.
- Skills in interpreting financial statements and reports.
- Understanding of business valuation methodologies.
- Capability to evaluate investment opportunities.
- Knowledge of financial forecasting principles.
- Ability to assess company financial risks.
- Understanding of capital structure strategies.
- Skills in applying valuation techniques.
- Ability to connect financial analysis with strategic decisions.
- Improved corporate finance decision-making capabilities.

Studying Scenarios

In this Corporate Finance Analysis and Valuation training, participants develop skills through the following scenarios:

- Evaluating company financial performance using historical financial data.
- Assessing investment opportunities through valuation analysis methods.
- Reviewing business expansion decisions using financial forecasting scenarios.
- Analyzing acquisition opportunities based on corporate valuation principles.
- Comparing financial strategies to determine value creation outcomes.
- Examining risk factors affecting investment and business valuation decisions.

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Course Content

Unit 1: Foundations of Corporate Finance Analysis

- Define the role of corporate finance analysis in organizational decision-making.
- Understand how financial analysis supports business growth and sustainability.
- Examine the relationship between corporate strategy and financial objectives.
- Explore the importance of financial information in management decisions.
- Identify the key principles of financial value creation.
- Understand the responsibilities of finance professionals in corporate environments.
- Review the connection between financial performance and shareholder value.

Unit 2: Financial Statement Analysis and Performance Evaluation

- Understand the structure and purpose of financial statements.
- Analyze income statements to evaluate profitability trends.
- Examine balance sheets to assess financial position and stability.
- Evaluate cash flow statements for liquidity analysis.
- Apply financial ratio analysis to measure business performance.
- Interpret profitability, efficiency, liquidity, and solvency indicators.
- Identify financial strengths and weaknesses through comparative analysis.
- Understand the importance of benchmarking financial performance.

Unit 3: Corporate Valuation Methods and Financial Modeling

- Understand the fundamental concepts of business valuation.
- Explore major approaches used for company valuation.
- Examine discounted cash flow valuation principles.
- Analyze the role of cash flow projections in valuation models.
- Understand market-based valuation approaches and comparisons.
- Evaluate the importance of assumptions in financial models.
- Review enterprise value and equity value concepts.
- Understand valuation multiples and their practical applications.

Unit 4: Investment Analysis and Corporate Financial Decisions

- Understand investment decision-making principles in corporate finance.
- Evaluate investment projects using financial assessment methods.
- Analyze risk and return relationships in investment decisions.
- Examine capital budgeting concepts and evaluation techniques.
- Understand the impact of financing choices on business value.
- Explore capital structure decisions and funding strategies.
- Analyze financial risks affecting investment outcomes.
- Evaluate strategic decisions through financial analysis.

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Unit 5: Advanced Corporate Valuation and Value Creation Strategies

- Understand advanced concepts in corporate valuation analysis.
- Analyze mergers and acquisitions valuation considerations.
- Evaluate business restructuring and strategic investment decisions.
- Examine methods for improving shareholder value.
- Understand the role of financial forecasting in valuation accuracy.
- Analyze market factors influencing company valuation.
- Explore financial strategies supporting long-term value creation.
- Develop integrated approaches for corporate finance decision-making.

Final Insights & Key Takeaways

The course equips professionals with the knowledge required to evaluate financial performance, assess business value, and support strategic investment decisions. It develops a strong understanding of financial analysis principles, valuation approaches, and value creation strategies essential for modern corporate environments.