



Advanced Strategic Finance Management Training Course

11 – 15 January 2027
Casablanca (Morocco)



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Introduction:

Because, over and above operating profit, strategic finance management is concerned with how organizations may create corporate value and reflect the increased shareholder value to maximize shareholder wealth. All organizations aim to optimize operating profit by increasing revenue streams and reducing operating costs. An understanding of strategic finance management and the development of its associated financial skills further builds on that through the evaluation and adoption of the appropriate financial strategies necessary for an organization to survive, grow, and achieve its long-term objectives.

This advanced strategic finance management training course provides the participants with the essential skills and tools of financial strategy and corporate finance, which is concerned with effectively using financial resources to create corporate value. These skills are vital in today's global consumer and capital markets, where competition is fierce for investors and customers. In an era when strategic finance solutions are critical to business success, they facilitate an in-depth understanding of financial strategy and its role in shaping a company's future.

This advanced strategic finance management training course combines up-to-date theory with hands-on experience developing powerful financial models and tools. It equips the participants to take an active role in developing and applying financial and business strategies. Participants will explore strategic finance management techniques, delve into case studies, and examine the meaning behind core financial decisions. They will augment the coursework by ensuring attendees can conceptualize and execute sustainable financial methodologies.

Targeted Groups:

- Top Management Team Members.
- Finance Directors.
- Head of Finance departments.
- Strategy, Budgeting, and Planning Managers.
- Finance and Treasury Managers.
- Capital Investment Managers and Analysts.
- Investment Analysts and Advisers.

Course Objectives:

At the end of this advanced strategic finance management course, the participants will be able to:

- Actively partake in strategic analysis and formulation.
- Develop vital measures of financial performance and strength.
- Design funding and capital structure strategies.
- Build financial models to manage cash flow, risk, and investment decisions.
- Advise on capital investment decision-making.
- Provide insights into long-term business growth strategies.

Targeted Competencies:

By the end of this advanced strategic finance management training, the participant's competencies will be able to:

- The vital link between competitive strategy and financial strategy.
- Designing a funding strategy and optimum capital structure.
- Using practical tools for capital investment decision-making.
- Applying an integrated approach to financial risk management.
- Key strategies for the long-term growth and defense of the business.

Course Content:

Unit 1: Business and Financial Strategy - The Vital Link:

- The Purpose and Goals of the Firm.
- The Aims and Principles of Competitive Strategy.
- The Role of Financial Strategy in Business Success.
- Tools for Strategic Analysis and Strategy Development.
- Building a Winning Business Model.
- Implementing an Effective Performance Management System.
- Financial Planning: Budgeting and Beyond.

Unit 2: Financial Performance Management:

- Understanding, Analysing, and Interpreting Financial Statements.
- Agency Theory and its Impact on the Business's Goals.
- Investor and Stock Market Behaviour: Share Price Drivers.
- Key Concepts in Measuring Shareholder Value.
- Understanding Cost Behaviour and Profit.
- Measuring and Improving Return on Investment.
- A Strategic Approach to Cost Reduction.
- Managing and Enhancing Shareholder Value.

Unit 3: Funding Strategy and Liquidity Management:

- Sources of Business Finance: Equity and Debt.
- Financial Gearing - Risk and Impact on Profitability.
- Calculating Company Cost of Capital and its Implications.
- Optimum Capital Structure: Theory and Practice.
- Cash Flow and Liquidity Management.
- Designing and Building Financial Models in Excel.
- Financial Model Application: Cash Flow Forecasting.
- Predicting Corporate Distress and Failure.

Unit 4: Capital Investment Strategy and Risk Management Strategy:

- Capital Investment Management.
- Using the Discounted Cash Flow DCF Tools in Excel.
- Tools for Capital Investment Appraisal and Decision-making.
- Financial Model Application: Capital Investment Appraisal Analysis.
- An Integrated Approach to Risk Management.
- Tools for Identifying and Analysing Business Risk.
- Using Financial Instruments to Manage Financial Risk.
- Decision-making under Conditions of Risk.

Unit 5: Corporate Governance: Defending and Growing the Business:

- Purpose and Principles of Corporate Governance.
- Long-term Business Growth Strategies.
- Why even great companies can fail?
- Understanding Business Model Disruption.
- Innovation Killers.
- Mergers and Acquisitions.
- Business Restructuring and Reorganisation.

Unit 6: Financial Analysis of Public Sector Accounts:

- Understanding and Analysing Cost Behaviour.
- The Cost-Volume-Profit Relationship.
- Why analyze financial statements?
- The Financial Analyst's Toolkit.
- Interpreting Financial Ratio Analysis of Public Sector Reports.
- Managing and Improving Spending Deficits.

Unit 7: Risk Management:

- Hedging Exchange Rate Risk using.
- The Forward Market.
- The Options Market.
- Zero Cost Collars.
- Hedging Commodity Price Risk using.
- Options.
- Futures.

Unit 8: Capital Investment Decision-making:

- Characteristics and Decision-making Process.
- Investment Appraisal Techniques.
- Principles of Discounted Cashflow Analysis.
- Understanding Net Present Value NPV.
- Outsourcing Services: Objectives and Decision Criteria.
- PPI and PFI: Objectives and Decision Criteria.