MERCURY

Business Investment and Development

15 – 19 November 2026
Dubai (UAE)



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Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 15768_326127 **Date:** 15 – 19 November 2026 **Location:** Dubai (UAE) **Fees:** 4900 Euro

Introduction:

Business investment and development play a crucial role in the growth and sustainability of enterprises in today's competitive marketplace. It involves strategically allocating resources to opportunities that enhance organizational performance, expand market reach, and drive innovation. Whether through capital investment, partnership formation, or market penetration strategies, business development aims to identify and nurture new growth areas.

Understanding the dynamics of investment decisions, risk management, and development planning is essential for fostering long-term success and building competitive advantage. This Business Investment and Development course overviews key concepts, strategies, and tools for effective business investment and development. It guides professionals to make informed decisions that align with their organization's goals.

The Business Investment and Development course equips participants with knowledge and skills for business development investment and management. It defines business investment, exploring what constitutes a business investment and how it can be leveraged for growth. Participants learn to formulate a business investment plan and analyze business investment strategies. The course delves into the role of a business investment analyst and the types of business investment solutions available.

Participants discuss business investment agreements and how they can impact financial outcomes. By understanding business investment management, attendees will gain insights into effective business development, enabling them to craft robust strategies that align with their organization's goals. This Business Investment and Development training is an invaluable opportunity for those looking to enhance their business investment management expertise and develop their business development investment skills.

Targeted Groups:

- Entrepreneurs and Startup Founders.
- Business Development Managers.
- Investment Analysts and Advisors.
- Corporate Executives and Senior Managers.
- Financial Planners and Strategists.
- Investors and Venture Capitalists.
- Business Consultants and Advisors.
- Corporate Finance Professionals.
- Economic Development Officers.
- Business Operations Managers.

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Course Objectives:

At the end of this Business Investment and Development course, the participants will:

- Understand key principles of business investment and development.
- Analyze market opportunities for business growth.
- Develop strategic investment plans aligned with business goals.
- Assess financial risks and returns for investment decisions.
- Learn effective capital allocation and resource management techniques.
- Explore methods for identifying and fostering new business opportunities.
- Enhance skills in negotiating partnerships, mergers, and acquisitions.
- Apply financial forecasting and modeling to investment planning.
- Build strategies for managing investment portfolios.
- Strengthen stakeholder management and relationship-building skills.

Targeted Competencies:

By the end of this Business Investment and Development training, the participant's competencies will:

- Strategic Investment Planning.
- Market Opportunity Analysis.
- Financial Risk Assessment.
- Business Growth Strategy.
- Capital Allocation and Budgeting.
- Investment Portfolio Management.
- Partnership and Merger Negotiation.
- Financial Forecasting and Modeling.
- Decision-Making in Uncertainty.
- Stakeholder Relationship Management.

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Course Content:

Unit 1: Fundamentals of Business Investment:

- Explore the definition and significance of business investment.
- Understand different types of investments: equity, debt, and hybrid.
- Discuss the investment lifecycle and stages of development.
- Identify key drivers of investment decisions in various industries.
- Analyze case studies of successful and failed investments.
- Examine the role of government policies and economic conditions in investment.

Unit 2: Market Analysis and Opportunity Identification:

- Learn techniques for conducting market research and analysis.
- Identify potential markets for expansion and investment.
- Assess competitive landscapes and market trends.
- Explore tools for SWOT analysis and PESTEL analysis.
- Develop skills for identifying unmet needs and gaps in the market.
- Utilize data analytics to inform investment decisions.

Unit 3: Financial Planning and Risk Management:

- Understand the principles of financial planning in investment.
- Explore financial metrics for evaluating investment performance.
- Learn to construct and analyze investment portfolios.
- Identify common risks in business investment and strategies to mitigate them.
- Examine the importance of liquidity and cash flow management.
- Discuss the role of insurance and hedging in risk management.

Unit 4: Strategic Business Development:

- Define business development and its investment relationship.
- Explore methods for fostering innovation and growth within organizations.
- Learn about partnership development, mergers, and acquisitions.
- Understand the role of networking and relationship management in business development.
- Analyze the impact of technology on business development strategies.
- Examine case studies of successful business development initiatives.

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Unit 5: Implementation and Evaluation of Investment Strategies:

- Develop skills for implementing investment strategies effectively.
- Learn about performance measurement and evaluation techniques.
- Understand the importance of feedback loops in strategy refinement.
- Explore the role of reporting and accountability in investment management.
- Discuss the ethical considerations in investment and business practices.
- Prepare a comprehensive investment proposal as a capstone project.