MERCURY

Corporate Finance & Investment Decision-Making

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Introduction

The Corporate Finance & Investment Decision-Making course focuses on how organizations raise funds, allocate capital, and choose investments that support long-term value creation. It develops an understanding of the financial logic behind major business decisions, from capital budgeting to project evaluation and funding structure. It explains how leaders assess risk, return, liquidity, and strategic fit before committing resources to a new initiative. Participants examine the role of financial analysis in comparing alternatives, protecting shareholder value, and improving capital discipline. The program strengthens judgment in interpreting financial data, business assumptions, and investment outcomes. Learners will support sound financial decisions that align with growth, sustainability, and organizational performance.

Targeted Groups

This Corporate Finance & Investment Decision-Making training targets professionals seeking knowledge and skills:

- Finance managers and analysts.
- Investment and planning staff.
- Budgeting and forecasting teams.
- Business controllers and accountants.
- Project leaders and decision-makers.
- Strategy and corporate development teams.
- Senior executives and department heads.

Course Objectives

Participants will achieve the following objectives by completing the Corporate Finance & Investment Decision-Making course:

- Explain corporate finance principles.
- Interpret investment decision criteria.
- Apply capital budgeting methods.
- Evaluate projects using NPV and IRR.
- Assess risk, return, and feasibility.
- Compare financing and funding options.
- Link financial analysis to strategy.
- Strengthen confidence in capital allocation.
- Support disciplined and value-based decisions.

Targeted Competencies

Participants will gain the following competencies during the Corporate Finance & Investment Decision-Making program:

- Financial analysis and interpretation.
- Capital budgeting evaluation.

- Investment appraisal judgment.
- Cost of capital awareness.
- Risk assessment and prioritization.
- Strategic capital allocation thinking.
- Scenario-based decision analysis.
- Business case evaluation skills.

Studying Scenarios

In this Corporate Finance & Investment Decision-Making training, participants develop skills through the following scenarios:

- Reviewing a proposed expansion project.
- Comparing two investment alternatives.
- Testing assumptions in a business case.
- Assessing risk in a capital request.
- Choosing between debt and equity funding.
- Evaluating forecast sensitivity and return.

Course Content

Unit 1: Foundations of Corporate Finance

- Define the purpose of corporate finance in modern organizations.
- Examine how financial decisions support growth, stability, and value creation.
- Distinguish between operational decisions and long-term investment decisions.
- Review the roles of finance leaders, managers, and executives in capital allocation.
- Explore the relationship between profitability, liquidity, and strategic funding.
- Identify the financial language used in investment planning and executive review.
- Explain how corporate finance connects budgeting, planning, and performance control.

Unit 2: Investment Decision-Making Principles

- Understand the logic of investment decision-making in business settings.
- Identify the stages of evaluating a capital project from idea to approval.
- Compare qualitative judgment with quantitative financial evaluation.
- Analyze how business strategy influences investment priorities.
- Review the importance of timing, scale, and expected returns in decision choices.
- Examine how uncertainty affects project selection and approval.
- Explore how management uses structured analysis to reduce decision bias.

Unit 3: Capital Budgeting and Project Evaluation

- Introduce capital budgeting as the foundation of investment appraisal.
- Examine the use of cash flow estimates in project analysis.
- Study net present value as a method for judging financial attractiveness.
- Review the internal rate of return as a tool for comparing opportunities.
- Explore the payback period and profitability index as supporting indicators.
- Assess the impact of discount rates on project valuation.
- Discuss how assumptions, inflation, and project life influence results.
- Apply disciplined review steps to approve or reject investment proposals.

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Unit 4: Risk, Cost of Capital, and Financial Modeling

- Identify the relationship between risk and expected return.
- Explain how the cost of capital shapes investment thresholds.
- Explore the role of debt, equity, and blended financing in decision-making.
- Assess the project's sensitivity to changes in revenue, costs, and timing.
- Evaluate financial models that support scenario analysis and forecasting.
- Review the effect of leverage on financial risk and capital structure.
- Strengthen the use of assumptions, drivers, and scenario testing in analysis.
- Examine how risk-adjusted thinking improves capital discipline.

Unit 5: Strategic Capital Allocation and Decision Control

- Understand how organizations prioritize competing investment requests.
- Review capital allocation as a strategic leadership responsibility.
- Examine how financial data supports board-level and executive decisions.
- Analyze how investment choices affect growth, resilience, and shareholder value.
- Study the link between capital allocation, performance monitoring, and accountability.
- Explore post-investment review as a method for learning and improvement.
- Assess how disciplined governance strengthens the quality of financial decision-making.
- Consolidate the use of financial evidence in sustainable business planning.

Final Insights & Key Takeaways

The course helps organizations choose projects, funding structures, and capital priorities with greater discipline and clarity. Strong investment judgment improves financial performance, strategic alignment, and long-term value creation.