MERCURY

Corporate Finance Planning & Capital Management

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Amman - Jordan: +962 79 712 3347

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Introduction

Corporate finance planning and capital management are essential for building financially resilient organizations that can grow with confidence. This Corporate Finance Planning & Capital Management course provides an understanding of how businesses plan funding, allocate financial resources, and maintain a healthy balance between risk, return, and liquidity. Participants will explore the strategic role of capital structure, investment priorities, cash flow discipline, and long-term financial sustainability. The program examines how financial planning supports decision-making across operations, expansion, and performance improvement. It develops a practical understanding of how organizations protect value while responsibly financing growth. Learners will interpret financial needs, evaluate funding choices, and support sound capital decisions in a corporate environment.

Targeted Groups

This Corporate Finance Planning & Capital Management training targets professionals seeking knowledge and skills:

- Finance managers and senior accountants.
- Budgeting and planning specialists.
- Corporate finance analysts.
- Treasury and cash flow teams.
- Investment and project evaluation staff.
- Business leaders and decision makers.
- Strategy and performance professionals.

Course Objectives

Participants will achieve the following objectives by completing the Corporate Finance Planning & Capital Management course:

- Understand the role of corporate finance in business growth and stability.
- Examine capital structure choices and their impact on financial performance.
- Apply financial planning principles to support strategic business decisions.
- Evaluate funding sources, debt levels, and equity considerations.
- Analyze cash flow needs and working capital requirements.
- Assess capital investment decisions using sound financial logic.
- Strengthen financial control, planning discipline, and resource allocation.

Targeted Competencies

Participants will gain the following competencies during the Corporate Finance Planning & Capital Management program:

- Financial planning and analysis.
- Capital structure evaluation.
- Cash flow assessment.
- Working capital management.

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- Investment appraisal thinking.
- Funding strategy judgment.
- Risk-aware financial decision-making.
- Performance-focused capital allocation.

Studying Scenarios

In this Corporate Finance Planning & Capital Management training, participants develop skills through the following scenarios:

- A growing company must choose between debt financing and retained earnings.
- A finance team reviews cash flow pressure during an expansion phase.
- Management evaluates whether a major investment supports long-term value.
- Leaders compare capital allocation options across competing business units.
- A company seeks to improve liquidity while protecting profitability.

Course Content

Unit 1: Foundations of Corporate Finance Planning

- Define corporate finance planning and its role in business sustainability and growth.
- Explain the link between financial planning, strategy, and performance.
- Identify key financial decisions affecting funding and value creation.
- Differentiate between short-term finance and long-term capital planning.
- Examine how financial discipline supports business stability.
- Align finance objectives with overall business goals.
- Use financial information to improve accountability and decision-making.

Unit 2: Capital Structure and Funding Strategy

- Explain capital structure and its importance in financial planning.
- Compare debt, equity, and internal funding options.
- Evaluate funding choices based on business needs and risks.
- Analyze the impact of capital mix on profitability and value.
- Understand the role of the cost of capital in decisions.
- Examine borrowing capacity and financial flexibility.
- Assess how financing choices influence long-term growth.

Unit 3: Working Capital and Liquidity Management

- Define working capital and its role in business operations.
- Understand the connection between assets, liabilities, and liquidity.
- Analyze how receivables, payables, and inventory affect cash flow.
- Explore methods to improve cash conversion efficiency.
- Identify risks of weak liquidity planning.
- Understand the role of cash flow forecasting.
- Apply controls to maintain liquidity during uncertainty.

Unit 4: Capital Investment and Resource Allocation

- Explain the impact of investment decisions on growth.
- Review methods for evaluating projects and asset investments.

- Compare expected returns with financial risks.
- Understand the role of capital budgeting in strategy.
- Prioritize investments that create business value.
- Examine resource allocation across business functions.
- Recognize the importance of disciplined investment decisions.

Unit 5: Financial Control, Risk, and Long-Term Value

- Explain how financial control protects business resources.
- Examine the impact of risk on financial planning.
- Connect monitoring systems with effective decisions.
- Measure performance against financial targets.
- Understand governance and capital discipline principles.
- Apply scenario analysis in uncertain conditions.
- Support sustainable profitability, liquidity, and growth.

Final Insights & Key Takeaways

The course provides organizations with the structure needed to make sound financial decisions, support growth, and maintain control over resources. Strong capital discipline improves resilience, strengthens performance, and helps leaders balance opportunity and risk sustainably.