MERCURY

Corporate Finance Strategy and Value Creation

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Introduction

The Corporate Finance Strategy and Value Creation course develops an understanding of how financial decisions support business strategy, competitive performance, and sustainable enterprise value. It examines corporate finance strategy through capital allocation, investment decisions, financing choices, valuation, risk management, and performance measurement. Participants explore how financial strategy connects cash flow, profitability, cost of capital, growth, and shareholder value. The program develops analytical approaches to evaluate strategic alternatives, manage financial resources, and identify value-creation opportunities. It emphasizes disciplined decision-making, financial modeling, scenario analysis, and interpreting key corporate finance indicators. Participants will evaluate choices that strengthen long-term financial performance and organizational value.

Targeted Groups

This Corporate Finance Strategy and Value Creation training targets professionals seeking knowledge and skills:

- Finance managers responsible for strategic financial planning.
- CFOs and finance directors guiding capital allocation decisions.
- Corporate finance professionals evaluating investments and funding options.
- Financial analysts assessing valuation, returns, and performance.
- Strategy managers linking financial decisions with business growth.
- Investment professionals reviewing value creation and risk.
- Business leaders strengthening financial decision-making and resource allocation.

Course Objectives

Participants will achieve the following objectives by completing the Corporate Finance Strategy and Value Creation course:

- Explain the role of corporate finance strategy in business performance.
- Analyze financial objectives, value drivers, and strategic priorities.
- Evaluate investment opportunities using NPV, IRR, and payback analysis.
- Assess capital structure, financing alternatives, and funding costs.
- Calculate and interpret weighted average cost of capital.
- Apply financial valuation methods to strategic decisions.
- Analyze cash flow, profitability, liquidity, and capital efficiency.
- Evaluate mergers, acquisitions, and restructuring opportunities.
- Develop financial forecasts using scenario and sensitivity analysis.
- Assess financial risk and its effect on enterprise value.
- Compare strategic alternatives through financial and non-financial criteria.
- Recommend capital allocation decisions using evidence-based analysis.
- Interpret value creation measures including EVA and shareholder returns.
- Connect financial strategy with sustainable long-term growth.

Targeted Competencies

Participants will gain the following competencies during the Corporate Finance Strategy and Value Creation program:

- Formulate finance strategies aligned with business objectives.
- Analyze investment and financing decisions.
- Evaluate enterprise and shareholder value drivers.
- Apply cost-of-capital concepts to strategic choices.
- Interpret financial performance and value indicators.
- Develop structured forecasts and scenarios.
- Assess risk, return, leverage, and capital efficiency.
- Compare funding structures and alternatives.
- Evaluate acquisition and restructuring proposals.
- Communicate financial recommendations clearly.
- Challenge assumptions using critical judgment.
- Prioritize capital for sustainable value creation.

Real-world Case Studies

In this Corporate Finance Strategy and Value Creation training, participants develop skills through the following cases:

- A manufacturer compares expansion projects using NPV, IRR, forecasts, and sensitivity analysis.
- A growing company evaluates debt and equity financing, leverage, WACC, liquidity, and shareholder value.
- An acquisition team assesses target valuation, financing costs, and integration risks before recommending a transaction.
- A diversified business reallocates capital after reviewing ROIC, EVA, growth prospects, and strategic priorities.

Course Content

Unit 1: Corporate Finance Strategy and Value Creation

- Define corporate finance and its strategic role.
- Link financial strategy with business strategy.
- Identify key financial value drivers.
- Distinguish profit from economic value.
- Explain enterprise and shareholder value.
- Assess financial and operational performance.
- Examine disciplined resource allocation.
- Balance growth, returns, and sustainability.

Unit 2: Capital Allocation and Investment Decisions

- Explain capital budgeting principles.
- Apply discounted cash flow analysis.
- Calculate NPV and IRR.
- Compare investment evaluation methods.
- Assess project cash flows and terminal values.
- Apply sensitivity analysis.
- Prioritize projects by risk and returns.

- Evaluate investments under capital constraints.

Unit 3: Financing Strategy and Capital Structure

- Examine debt and equity financing.
- Compare financing costs and flexibility.
- Calculate weighted average cost of capital.
- Assess leverage, risk, and returns.
- Evaluate liquidity and refinancing needs.
- Balance funding and capital structure.
- Assess financing under market changes.
- Align funding with growth and risk.

Unit 4: Valuation, Performance, and Risk Management

- Apply enterprise valuation methods.
- Analyze comparable-company valuation.
- Interpret FCF, ROIC, EVA, and margins.
- Identify risks affecting corporate value.
- Apply scenario and stress analysis.
- Assess growth and profitability impacts.
- Link performance with value creation.
- Use financial indicators for decisions.

Unit 5: Strategic Transactions and Sustainable Value Creation

- Examine mergers and acquisitions.
- Evaluate divestitures and restructuring.
- Assess premiums and financing.
- Measure post-investment value realization.
- Analyze portfolio and capital reallocation.
- Align finance with long-term growth.
- Evaluate sustainable value creation.
- Connect transactions with shareholder returns.
- Assess operational value improvements.

Final Insights & Key Takeaways

Corporate finance strategy connects capital allocation, valuation, financing, risk management, and performance measurement to sustainable value creation. Participants gain a strategic framework for making disciplined financial decisions that strengthen enterprise value, growth, and long-term competitiveness.