MERCURY

Financial Strategy: Essential Finance Management Skills Course

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Introduction

This strategic financial management skills seminar provides an understanding of the essential fundamentals of corporate finance, financial strategy, and financial management.

Modern practical examples are presented with the theoretical principles to make the theory come to life.

The overriding objective of this strategic financial management skills seminar is to offer many integrated and powerful principles to help develop analytical skills and the decision-making capacity of the participants.

Targeted Groups

- Strategy, Budgeting, and Planning Managers.
- Finance and Treasury Professionals.
- Capital Investment Managers and Analysts.
- Investment Analysts and Advisers.
- In this strategic financial management skills course, employees who want to gain excellent knowledge can improve their careers.

Course Objectives

At the end of this strategic financial management skills course, the participants will be able to:

- Use and evaluate the various techniques of capital investment appraisal.
- Develop appropriate financial strategies.
- Relate financial strategy to business strategy.
- Effectively manage cash and working capital to reduce costs and improve cash flow.
- Appreciate the importance of using the proper financial strategy to create shareholder value above market expectations.
- Consider how corporate behavior impacts the achievement of corporate objectives and the importance of corporate governance.
- Understand financial strategy relating to stages of corporate development and capital structure.
- Use and evaluate the various techniques of capital investment appraisal.
- Manage cash and working capital to reduce costs and improve cash flow.
- Understand how to measure their contribution to the creation of value for the shareholders of the business.
- Look at the capital structure and financial strategy in terms of the life cycle of the company and the weighted average cost of capital WACC.

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Targeted Competencies

- Financial strategic thinking.
- Understanding financial statements.
- Financial analysis.
- Working capital management.
- Preparing operating budgets.
- Making capital budget decisions.
- Financial decision-making.
- Cost management.
- Value management.

Course Content

Unit 1: Financial Strategy and Corporate Behaviour

- Corporate objectives and financial strategy.
- Financial statements - analysis and interpretation Part 1.
- Risk and company financing.
- Cost of equity and debt capital.
- Agency theory.
- Corporate governance.
- Financial Statements regulatory.

Unit 2: Financial Strategy and Stages of Corporate Development

- Financial analysis - Analysis and interpretation Part 2.
- Strategic development - analytical techniques.
- "DuPont" analysis.
- The business life cycle.
- Capital structure and weighted average cost of capital WACC.
- Dividend policy.
- Cash and working capital.
- Working capital ratios.
- Z scores and credit ratings.

Unit 3: Costs & Value Management

- Cost and value.
- Cost analysis and control.
- Strategic approaches to cost reduction and cost management.
- Cost structure and breakeven.
- New theories and practices in cost analysis control and management.
- Value management.
- Value-based pricing.
- The value chain.
- Financial strategy and integrated cost/value analysis.

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Unit 4: Budgeting, Planning, and Business Strategy

- Strategy models.
- Business Strategy related to financial strategy.
- Planning and budgeting models.
- Linking budgets to business and financial strategy plans.
- Build managing.
- Delegating budgets effectively.
- Beyond budgeting.

Unit 5: Capital Investment Decisions

- Discounted cash flow DCF.
- Evaluating capital investment projects.
- Comparison of alternative methods of investment appraisal.
- Capital budgeting.

Unit 6: Restructuring, Reorganisations, Mergers, and Acquisitions

- Reasons and justifications for mergers and acquisitions.
- Share valuation models and financing acquisitions.
- Financial strategy in acquisitions and takeover bid defenses.
- Business restructuring and reorganizations.

Exploring Strategic Financial Management

In this financial strategy course, you will explore advanced strategic financial management practices and gain essential finance skills.

What is financial strategic management? It is part of a financial management certificate program.

The advanced strategic financial management course provides a financial risk management certification for those seeking to expand their training.

Participants in the accounting and financial management course will also sharpen their financial accounting skills, enabling them to make more informed and strategic financial decisions.

The financial management certificate program is perfect for professionals eager to understand the intricacies of accounting and financial management within strategic management finance.