



FM153-4D: Finance Management Certificate

Training Description:

This training course focuses on the key concepts and techniques of strategic financial management, which has as its key aim the creation of corporate value over the long run. Financial management relies crucially on two principal activities which are extensively examined in this training course: one is the investment decision, that is, putting productive assets on the balance sheet; and two, the financing decision, which is concerned with optimal capital structuring on the liability side, that is, the use of debt in relation to equity.

This training course is crucial for all financial managers who require a rigorous understanding of how corporate value creation is linked to the timing and riskiness of cash flows and the cost of capital. The participant will gain practical insight into the management of working capital, the performance of financial analysis, including an examination of the relevant metrics and value drivers in managing the business, as well as consideration of the sources of long-term financing to the firm. Attention is also given to financial distress and corporate restructuring issues as well as the development of strategic business plans. The training course develops key skill competencies through the application of sound theoretical content within a practical, real-life inspired.

Training Objectives:

By the end of this training, participants will be able to:

- ✓ Advance their knowledge of corporate financial management
- ✓ Leverage their understanding in the macro finance roles from strategic and operational perspectives
- ✓ Develop a practical understanding of corporate finance, capital budgeting and cost of capital
- ✓ Gain knowledge of how equities and fixed-income securities are priced
- ✓ Develop dynamic strategic financial planning models
- ✓ Demonstrate understanding of mergers, acquisitions, takeovers, and corporate control
- ✓ Manage their working capital effectively
- ✓ Apply conservative and aggressive approaches in working capital management

Training Designed for:

This course is intended for CFOs, Financial managers, Financial controllers, Internal auditors, Strategic planners and Business analysts.

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

This training course is available upon request in English or Arabic. Content, location and duration can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

FOUR DAYS:

- ❖ The Scope of Corporate Finance
 - Corporate Finance Functions



- Dimensions of Capital Raising
- Four Key Financial Statements
- Financial Statements and Cash Flow Analysis
- Types of Financial Ratios
- Future and Present Values Practical Applications
- ❖ **Strategic and Operational Financial Planning**
 - Overview of the Planning Process
 - Long-Term Financial Planning
 - Sustainable Growth Model
 - Pro Forma Financial Statements
 - Assumptions to Generate Pro Forma Financial Statements
 - Building Strategic Financial Models
 - Modeling What-If-Analysis
- ❖ **Corporate Finance, Capital Budgeting and Cost of Capital**
 - The Capital Budgeting Process
 - Net Present Value and Internal Rate of Return
 - Discounted Payback Period
 - Profitability Index
 - Weighted Average Cost of Capital
 - Measures of Corporate Leverage
 - Dividends and Share Repurchases
- ❖ **Mergers, Acquisitions, and Corporate Control**
 - Methods of Acquisitions
 - Motives for Mergers and Acquisitions
 - Anti-Takeover Measures
 - Value Maximizing Strategies
 - Bankruptcy and Financial Distress
 - Major Causes of Business Failure
 - Bankruptcy Laws
 - Valuing a Target Company
- ❖ **Stock and Bond Valuation**
 - Valuation Fundamentals
 - The Basic Valuation Model
 - Term Structure of Interest Rates
 - Zero Growth and Constant Growth Valuation Models
 - Variable Growth Model
- ❖ **Short-Term Financial Management**
 - The Cash Conversion Cycle and Cash Management
 - Accounts Receivable Management
 - Operational Defensive Intervals
 - Accounts Payable Management
 - Aggressive versus Conservative Approach
 - Working Capital Management
- ❖ **Course Conclusion**

❖ POST-TEST and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures, Concepts, Role Play
- 30% Workshops & Work Presentations, Techniques, Gamification
- 20% Based on Case Studies & Practical Exercises
- 20% Videos, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Timings:

Daily Timings of Afternoon Session:

14:30 - 16:00	First Session
16:00 - 16:20	Recess
16:20 - 18:20	Second Session
18:20 - 18:40	Recess (Prayer Break)
18:40 - 20:30	Last Session

For training registrations or in-house enquiries, please contact:

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Training & Career Development Department