

EVENT BROCHURE

# Corporate Finance & Investment Strategies

Upcoming Training Event

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Skillslab Training Provider

Skills for Tomorrow's World 



## Course Description

### Introduction

**Corporate Finance & Investment Strategies** is a premium executive training program designed to equip finance leaders, senior managers, investment professionals, public sector decision-makers, and corporate executives with advanced practical knowledge in financial strategy, capital investment, corporate valuation, funding decisions, financial analysis, and long-term value creation.

In today's competitive and resource-constrained environment, organizations need leaders who can evaluate investment opportunities, allocate capital effectively, assess financial risks, optimize funding structures, and make decisions that strengthen institutional performance. This course provides a strategic and practical understanding of corporate finance principles and investment decision-making, enabling participants to connect financial analysis with executive leadership, governance, growth planning, and sustainable organizational value. The executive-level value proposition of this program lies in helping government entities, ministries, public sector organizations, large corporations, and executive professionals improve investment evaluation, enhance capital allocation, strengthen financial governance, and make more confident decisions regarding projects, assets, funding, expansion, and strategic initiatives.

This course is highly suitable for organizations seeking to build advanced financial decision-making capabilities, improve return on investment, manage financial risk, and align investment strategies with long-term institutional objectives.

### Course Objectives

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

- Understand the strategic role of corporate finance in organizational growth and sustainability.
- Analyze financial performance and assess value creation opportunities.
- Evaluate investment projects using practical financial analysis techniques.
- Understand capital budgeting, investment appraisal, and project feasibility assessment.

- Apply financial decision-making tools to compare investment alternatives.
- Assess risk, return, cash flow, funding needs, and long-term financial impact.
- Understand corporate valuation principles and how value is created or reduced.
- Analyze capital structure decisions and financing options.
- Evaluate debt, equity, internal funding, and alternative financing approaches.
- Strengthen investment governance and financial accountability.
- Support executive-level decisions related to mergers, acquisitions, expansion, and strategic projects.
- Prepare investment recommendations and financial reports for senior leadership and stakeholders.

### **Course Content: 5-Day Training Outline**

#### **Day 1: Strategic Foundations of Corporate Finance**

- The role of corporate finance in modern organizations and public institutions.
- Understanding the connection between finance, strategy, performance, and value creation.
- Key principles of financial management for executives and decision-makers.
- Corporate finance terminology used in investment and strategic decision-making.
- The financial objectives of corporations, government entities, and public sector organizations.
- Understanding profitability, liquidity, solvency, efficiency, and sustainability.
- The role of financial analysis in leadership and governance.
- How financial decisions affect organizational growth, competitiveness, and resilience.
- Financial strategy as a tool for capital discipline and institutional performance.
- Practical discussion: How finance supports strategic decision-making at executive level.

#### **Day 2: Financial Analysis, Cash Flow, and Value Creation**

- Understanding financial statements from a corporate finance perspective.
- Analyzing income, costs, assets, liabilities, equity, and cash flow.
- The importance of cash flow in investment and corporate finance decisions.
- Differentiating between accounting profit and real financial performance.

- Key financial ratios for corporate finance and investment analysis.
- Measuring profitability, operating efficiency, financial leverage, and return.
- Understanding working capital and its impact on business performance.
- Identifying value drivers within organizations and investment projects.
- Using financial analysis to detect strengths, weaknesses, risks, and opportunities.
- Practical exercise: Reviewing financial performance and identifying value creation opportunities.

### **Day 3: Investment Appraisal and Capital Budgeting**

- Principles of investment decision-making and capital allocation.
- Understanding capital budgeting and long-term investment planning.
- Evaluating investment projects, expansion plans, and strategic initiatives.
- Cash flow forecasting for investment decisions.
- Time value of money and its role in project evaluation.
- Net present value and investment feasibility assessment.
- Internal rate of return and payback analysis.
- Comparing investment alternatives using financial and strategic criteria.
- Evaluating capital projects in government, public sector, and corporate environments.
- Practical case study: Assessing the financial feasibility of an investment project.

### **Day 4: Financing Strategies, Capital Structure, and Risk Management**

- Understanding corporate financing decisions.
- Sources of finance: internal funds, debt financing, equity financing, grants, partnerships, and structured funding.
- Choosing the right financing mix for organizational objectives.
- Capital structure and its impact on financial flexibility and risk.
- Cost of capital and its importance in investment decision-making.
- Financial leverage and its effect on returns and organizational stability.
- Risk and return analysis in corporate finance.

- Managing financial risk in investment projects and strategic initiatives.
- Scenario analysis and sensitivity analysis for better decision-making.
- Practical workshop: Selecting an appropriate financing strategy for a major project.

### **Day 5: Corporate Valuation, Investment Governance, and Strategic Implementation**

- Introduction to corporate valuation and investment value assessment.
- Understanding how organizations create, protect, and enhance value.
- Valuation methods for companies, projects, assets, and strategic initiatives.
- Investment governance and approval frameworks.
- Financial due diligence and investment risk assessment.
- Evaluating mergers, acquisitions, partnerships, and expansion opportunities.
- Building investment cases for boards, ministries, executives, and stakeholders.
- Communicating financial recommendations clearly and persuasively.
- Aligning investment strategy with institutional priorities and long-term sustainability.
- Final applied workshop: Presenting a corporate finance and investment recommendation.

### **Target Audience**

This course is designed for professionals involved in corporate finance, investment planning, financial management, strategic decision-making, capital projects, funding decisions, governance, and executive leadership.

The program is ideal for:

- Finance managers and financial analysts.
- Investment managers and investment officers.
- Corporate finance professionals.
- Budgeting and financial planning professionals.
- Government officials involved in investment and financial decision-making.
- Public sector managers responsible for projects, assets, or funding decisions.
- Ministry officials involved in planning, budgeting, or investment evaluation.

- Department heads and senior managers.
- Project managers and program directors.
- Strategy, planning, and performance management professionals.
- Procurement, operations, and business development managers.
- Internal auditors, governance officers, and risk management professionals.
- Executives responsible for capital allocation, financial oversight, or strategic growth.
- Professionals preparing for senior leadership roles in finance, investment, or corporate strategy.

### **Course Requirements**

Participants are expected to have a basic understanding of business, finance, management, or organizational planning. Advanced accounting knowledge is not required, as the course explains corporate finance and investment concepts through practical examples and executive-level applications.

Recommended requirements include:

- Basic familiarity with financial reports, budgets, projects, or business plans.
- Experience in management, finance, planning, investment, operations, or governance.
- Interest in improving financial decision-making and investment evaluation skills.
- Ability to work with basic numerical information and financial data.
- Willingness to participate in case studies, discussions, exercises, and applied workshops.

### **Training Methodology**

The training methodology combines executive education, practical corporate finance application, investment analysis, case-based learning, and strategic decision-making exercises. The course is designed to help participants understand financial concepts, apply investment tools, and translate analysis into actionable executive recommendations.

The methodology includes:

- Expert-led presentations using clear, practical, and professional financial language.
- Real-world case studies from corporate, public sector, infrastructure, and investment environments.

- Practical exercises on financial analysis, cash flow forecasting, investment appraisal, and capital budgeting.
- Group discussions on funding decisions, capital allocation, project feasibility, and financial risk.
- Scenario-based learning to strengthen executive judgment and investment decision-making.
- Applied workshops for preparing investment proposals and financial recommendations.
- Interactive analysis of corporate finance challenges faced by large organizations and government entities.
- Practical tools and templates that participants can adapt to their workplace.

### Learning Outcomes

Upon successful completion of the course, participants will be able to:

- Interpret corporate financial information for strategic decision-making.
- Analyze financial performance and identify value creation opportunities.
- Evaluate investment projects using structured financial appraisal techniques.
- Assess project feasibility based on cash flow, risk, return, and strategic impact.
- Compare investment alternatives and recommend financially sound options.
- Understand the impact of financing decisions on organizational performance.
- Apply capital budgeting tools to support long-term investment planning.
- Assess financial risks and develop practical mitigation approaches.
- Understand corporate valuation concepts and their role in investment strategy.
- Prepare stronger investment business cases for executives and stakeholders.
- Communicate financial recommendations clearly and confidently.
- Support better capital allocation, financial governance, and sustainable growth.

### Instructor Profile

The course is delivered by **an internationally certified expert with extensive practical and consulting experience** in corporate finance, investment analysis, financial management, valuation, capital budgeting, financial strategy, risk assessment, executive training, and institutional advisory.

The instructor combines technical financial expertise with real-world consulting experience, enabling participants to understand complex corporate finance and investment concepts in a practical, accessible, and

results-oriented way. The training approach focuses on strategic application, executive decision support, financial discipline, and measurable organizational impact.

# Contact Us

To secure your place or request further information about this event, please contact us:

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