

STRATEGIC CORPORATE FINANCE FOR MANAGERS



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Introduction

Sound financial decisions drive every successful organization forward. Managers who understand corporate finance can evaluate investments, control costs, and support long-term growth with confidence. This Strategic Corporate Finance for Managers Training Course builds practical financial knowledge for non-finance and finance-adjacent managers alike. Participants explore capital budgeting, financial statement analysis, valuation methods, and risk assessment techniques used in real corporate settings. Furthermore, the course connects financial theory to everyday management decisions, helping participants read financial reports with clarity and challenge financial assumptions constructively. By combining core finance concepts with strategic thinking, this course prepares managers to contribute meaningfully to financial planning and performance discussions across their organizations.

Strategic Corporate Finance for Managers Course Objectives

- Interpret income statements, balance sheets, and cash flow statements
- Apply net present value (NPV) and internal rate of return (IRR) in capital budgeting
- Evaluate investment opportunities using discounted cash flow (DCF) analysis
- Analyze financial ratios to assess company performance and liquidity
- Distinguish between debt and equity financing strategies
- Apply weighted average cost of capital (WACC) in decision-making
- Assess working capital management and its impact on cash flow
- Use break-even analysis to support pricing and cost decisions
- Identify financial risks using sensitivity and scenario analysis
- Align financial decisions with corporate strategic objectives

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Course Methodology

- Instructor-led sessions using real corporate financial statements
- Practical exercises in NPV, IRR, and DCF calculations
- Case studies covering investment and financing decisions
- Group discussions on financial ratio interpretation
- Interactive workshops applying WACC and risk analysis tools

Who Should Take This Course

- Department managers and team leaders
- Project managers overseeing budgets
- Operations and business unit managers
- Non-finance professionals moving into strategic roles
- Senior executives seeking stronger financial literacy
- Business owners managing company finances

Strategic Corporate Finance for Managers Course Outlines

Day 1: Foundations of Corporate Finance

- Overview of corporate finance principles
- Understanding the role of the finance function
- Reading income statements and balance sheets
- Interpreting cash flow statements
- Linking financial statements together



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- Identifying key financial terminology
- Reviewing corporate financial objectives

Day 2: Financial Analysis and Ratios

- Calculating liquidity and solvency ratios
- Analyzing profitability and efficiency ratios
- Benchmarking performance against industry standards
- Identifying financial red flags
- Using trend analysis for performance review
- Applying DuPont analysis for return on equity
- Presenting financial analysis to stakeholders

Day 3: Capital Budgeting and Investment Decisions

- Understanding capital budgeting fundamentals
- Applying net present value (NPV)
- Calculating internal rate of return (IRR)
- Conducting discounted cash flow (DCF) analysis
- Comparing payback period methods
- Ranking competing investment projects
- Handling capital rationing scenarios

Day 4: Financing and Cost of Capital

- Comparing debt and equity financing options
- Calculating weighted average cost of capital (WACC)
- Assessing capital structure decisions



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- Evaluating the cost of debt and equity
- Understanding leverage and its financial impact
- Managing working capital effectively
- Reviewing dividend policy considerations

Day 5: Risk, Valuation, and Strategic Application

- Applying sensitivity and scenario analysis
- Assessing financial risk in decision-making
- Conducting break-even analysis
- Understanding business valuation approaches
- Aligning financial decisions with corporate strategy
- Communicating financial recommendations effectively
- Building a strategic financial action plan

Conclusion

By successfully completing the Strategic Corporate Finance for Managers Training Course, participants will have acquired practical skills in financial statement analysis, capital budgeting, cost of capital calculation, and risk-based decision-making. As a result, they will approach financial discussions with greater confidence and clarity. Gentex Training Center designed this course to strengthen managers' financial literacy, enabling them to contribute effectively to strategic planning and performance improvement across their organizations.

FAQs





Q1 What is the "Strategic Corporate Finance for Managers" course about?

This course teaches managers how to interpret financial statements, evaluate investment decisions, and apply core corporate finance principles. It focuses on connecting financial analysis to practical management decisions within a corporate setting.

Q2 What are the key benefits of the "Strategic Corporate Finance for Managers" course?

Participants gain stronger financial literacy, enabling them to evaluate budgets, assess investment opportunities, and communicate confidently with finance teams. In addition, they learn to identify financial risks and support stronger organizational decision-making.

Q3 What skills will I gain from the "Strategic Corporate Finance for Managers" course?

Participants develop skills in financial statement analysis, capital budgeting, cost of capital calculation, and financial risk assessment, allowing them to evaluate business decisions with greater financial confidence and precision.

Q4 What tools, methods, or standards are covered in the "Strategic Corporate Finance for Managers" course?

The course covers net present value (NPV), internal rate of return (IRR), discounted cash flow (DCF) analysis, weighted average cost of capital (WACC), financial ratio analysis, and break-even analysis.

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Q5 How is the "Strategic Corporate Finance for Managers" course applied in real-world practice?

Participants apply these skills to evaluate investment proposals, assess budget requests, interpret financial reports, and support strategic decisions, strengthening collaboration between operational managers and finance departments.

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