



*Training Course:
Advanced Techniques in Investment and Business
Growth*

*24 - 28 February 2025
Casablanca (Morocco)
New Hotel*

Training Course: Advanced Techniques in Investment and Business Growth

Training Course code: SC235589 From: 24 - 28 February 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4675 € Euro

Introduction

This 5-day training program is designed for senior executives, business leaders, and financial managers responsible for driving investment strategies and fostering business growth. The course focuses on advanced techniques in investment analysis, portfolio management, and strategic decision-making that maximize returns while ensuring sustainable growth. Participants will gain insights into managing investment risks, optimizing capital allocation, and identifying new growth opportunities.

Target Audience

- Senior executives and directors
- Business development and corporate strategy leaders
- Chief Financial Officers CFOs and investment managers
- Financial analysts and portfolio managers
- Entrepreneurs and leaders responsible for growth and investment decisions

Objectives

- Master advanced investment techniques to drive business growth.
- Learn to identify and evaluate investment opportunities aligned with organizational goals.
- Gain expertise in portfolio management and capital allocation strategies.
- Develop skills to assess and mitigate investment risks.
- Understand how to leverage investments for innovation and long-term competitiveness.
- Learn to create and execute strategic growth plans fueled by effective investment decisions.

Training Program Outline

Day 1: Strategic Investment Planning and Business Growth

- Understanding the role of investment in driving business growth.
- Aligning investment strategies with corporate goals and vision.
- Evaluating different types of investments: equity, debt, venture capital, etc.
- Creating a long-term investment plan for sustainable growth.
- Case studies: Businesses that achieved growth through strategic investment.

Day 2: Advanced Investment Analysis and Evaluation

- Techniques for analyzing investment opportunities and making data-driven decisions.
- Conducting financial modeling and valuation to assess investment potential.
- Using metrics like ROI, IRR, and NPV to evaluate project viability.
- Exploring investment trends and market dynamics to inform decision-making.
- Workshop: Developing an investment analysis framework for real-world scenarios.

Day 3: Portfolio Management and Capital Allocation

- Advanced techniques in managing investment portfolios for diversification and risk reduction.
- Optimizing capital allocation to maximize returns and balance risk.
- Strategies for managing multiple investment projects within a portfolio.
- Leveraging technology and data analytics to track investment performance.
- Group activity: Designing a diversified portfolio aligned with business growth objectives.

Day 4: Risk Management and Strategic Decision-Making

- Identifying and managing investment risks: financial, operational, and market risks.
- Scenario analysis and stress testing to anticipate potential challenges.
- Decision-making frameworks for balancing risk and reward in investments.
- Adapting investment strategies in response to market volatility and economic changes.
- Workshop: Developing a risk management plan for a major investment initiative.

Day 5: Leveraging Investments for Innovation and Long-Term Competitiveness

- Using investments to drive innovation and enter new markets.
- Scaling investment strategies to support growth across different business units.
- Measuring the impact of investments on business performance and innovation.
- Continuous improvement in investment decision-making and strategy execution.

Registration form on the Training Course: Advanced Techniques in Investment and Business Growth

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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