



*Training Course:
Strategic Corporate Finance & Value-Driven
Financial Decision Making*

*11 - 15 May 2026
Paris (France)*

Training Course: Strategic Corporate Finance & Value-Driven Financial Decision Making

Training Course code: FI236366 From: 11 - 15 May 2026 Venue: Paris (France) - Training Course Fees: 5775 € Euro

Introduction

In today's highly competitive and fast-changing business environment, organizations must rely on sound financial strategies that maximize value, ensure sustainable growth, and strengthen long-term financial resilience. Corporate finance is no longer limited to managing numbers—it has become a critical strategic function that shapes organizational direction, investment choices, capital structures, and financial performance.

This training program, designed by Global Horizon Training Center, provides a comprehensive and practical framework for understanding advanced corporate finance concepts and applying them to real-world strategic decision-making. Participants will learn how financial analysis, investment evaluation, risk assessment, capital budgeting, and value-creation models work together to support organizational goals. The program equips leaders, managers, and finance professionals with the tools needed to make value-driven financial decisions that enhance performance and support long-term success.

Objectives

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

- Understand the strategic role of corporate finance in organizational performance and growth.
- Analyze and interpret key financial statements to support financial decision-making.
- Apply advanced financial analysis techniques to evaluate business performance.
- Conduct investment appraisals using NPV, IRR, payback period, sensitivity analysis, and scenario modeling.
- Develop strategic capital budgeting frameworks aligned with organizational goals.
- Assess optimal capital structure and financing alternatives equity, debt, retained earnings.
- Use value-based management tools to measure and enhance corporate value.
- Apply financial risk assessment techniques to support better strategic decisions.
- Connect financial decisions to long-term organizational sustainability and value creation.

Course Methodology

This program uses a blended training approach that includes:

- Interactive lectures supported by real-life corporate finance cases.

- Hands-on financial analysis exercises using sample statements and data.
- Group discussions to enhance collaborative learning and cross-functional understanding.
- Case studies from global companies applying strategic finance practices.
- Practical tools and templates for use in the workplace.
- Scenario-based simulations involving investment and capital structure decisions.

Organizational Impact

Organizations that send participants to this program will benefit from:

- Improved financial decision-making at all managerial levels.
- Stronger alignment between financial strategy and organizational goals.
- Enhanced ability to evaluate strategic investments, projects, and initiatives.
- More accurate budgeting, forecasting, and capital planning processes.
- Reduced financial risk through better analysis and forecasting.
- Greater value creation through optimized financial performance and capital allocation.
- Stronger collaboration between finance and other business departments.

Target Audience

This training program is ideal for:

- Financial managers, analysts, and accountants.
- Strategy and planning professionals.
- Department managers responsible for budgets or financial decisions.
- Business decision-makers and executives seeking to strengthen financial understanding.
- Project managers involved in investment evaluation and capital planning.
- Anyone interested in developing strong corporate finance and value-based decision-making skills.

Course Outline

Day 1: Foundations of Strategic Corporate Finance

- The evolving role of corporate finance in modern organizations
- Corporate finance vs. financial accounting vs. management accounting
- The financial decision-making cycle: investment, financing, dividends
- Understanding financial statements:
 - Balance sheet
 - Income statement
 - Cash flow statement
- Interconnection of statements and impact on financial decisions
- Introduction to value creation and financial performance drivers

Day 2: Financial Analysis & Performance Measurement

- Key financial ratios and what they reveal
- Profitability, liquidity, solvency, and efficiency indicators
- Trend analysis and benchmarking techniques
- Cash flow analysis for decision-making
- Working capital management strategies
- Financial modeling basics without using software
- Identifying early warning signals in financial performance

Day 3: Capital Budgeting & Investment Decision Tools

- Importance of capital budgeting in strategic planning
- Investment appraisal techniques:
 - Net Present Value NPV
 - Internal Rate of Return IRR
 - Payback and discounted payback
 - Profitability index
- Sensitivity analysis and scenario analysis

- Identifying project risks and uncertainties
- Real-world capital investment case studies
- Linking capital budgeting with corporate strategy

Day 4: Capital Structure, Financing Strategies & Cost of Capital

- Capital structure decision-making: debt vs. equity
- Weighted Average Cost of Capital WACC
- Measuring and minimizing financing costs
- Dividend policy and retained earnings
- How leverage affects financial performance and risk
- Financing sources: banks, equity markets, venture capital, retained earnings
- Optimal capital structure and long-term financial sustainability
- Case studies: capital structure strategies of global companies

Day 5: Value-Based Management & Strategic Financial Decision Making

- Principles of value-based management VBM
- Economic Value Added EVA and Market Value Added MVA
- Financial risk assessment in strategic decisions
- Integrating finance with corporate strategy and long-term planning
- Evaluation of mergers, acquisitions, and strategic alliances introductory level
- Building a value-driven decision-making framework
- Practical workshop: applying strategic finance tools to a real case scenario

Registration form on the Training Course: Strategic Corporate Finance & Value-Driven Financial Decision Making

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

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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