



Conference:
Financial Strategy: Essential Finance
Management Skills

25 - 29 July 2027
Amman (Jordan)

Conference: Financial Strategy: Essential Finance Management Skills

Conference code: CO8047 From: 25 - 29 July 2027 Venue: Amman (Jordan) - Conference Fees: 4550 € Euro

Introduction

This seminar provides a practical understanding of corporate finance, financial strategy, and financial management. Participants will learn how to apply financial tools and analytical techniques to support strategic decision-making, improve cash flow, evaluate investments, and create long-term shareholder value.

Objectives

At the end of this seminar delegates will be able to:

- Use and evaluate the various techniques of capital investment appraisal
- Develop appropriate financial strategies
- Relate financial strategy to business strategy
- Effectively manage cash and working capital to reduce costs and improve cash flow

Target Audience

- Finance Managers
- Financial Analysts
- Accountants
- Budgeting & Planning Professionals
- Investment & Corporate Finance Personnel
- Business Managers involved in financial decision-making
- Treasury & Cash Management Staff
- Professionals seeking to strengthen financial strategy skills

Outlines

Day 1: Financial Strategy and Corporate Behaviour

- Corporate Objectives and Financial Strategy
- Financial Statements - Analysis and interpretation Part 1
- Risk and Company Financing
- Cost of Equity and Debt Capital
- Agency Theory
- Corporate Governance
- Financial Statements regulatory

Day 2: Financial Strategy and Stages of Corporate Development

- Financial analysis - Analysis and interpretation Part 2
- Strategic Development - Analytical Techniques
- Du Pont Analysis

- The Business Life Cycle
- Capital Structure and Weighted Average Cost of Capital WACC
- Dividend Policy
- Cash & Working Capital
- Working capital ratios
- Z scores & Credit Ratings

Day 3: Costs & Value Management

- Cost and Value
- Cost Analysis and control
- Strategic approaches to cost reduction and cost management
- Cost Structure and breakeven
- New theories and practice in cost analysis. control and management
- Value management
- Value based pricing
- The value chain
- Financial strategy and integrated cost / value analysis

Day 4: Budgeting, Planning and Business Strategy

- Strategy models
- Business Strategy related to financial strategy
- Planning and budgeting models
- Linking budgets to business and financial strategy
- Build Managing
- Delegating budgets effectively
- Beyond Budgeting

Investment Strategy

Day 5: Capital Investment Decisions

- Discounted Cash Flow DCF
- Evaluating Capital Investment Projects
- Comparison of Alternative Methods of Investment Appraisal
- Capital Budgeting

Restructuring, Reorganisations, Mergers, and Acquisitions

- Reasons and Justifications for Mergers and Acquisitions
- Share Valuation Models and Financing Acquisitions
- Financial Strategy in Acquisitions and Takeover Bid Defences
- Business Restructuring and Reorganisations

Registration form on the Conference: Financial Strategy: Essential Finance Management Skills

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

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