Introduction
Finance and capital, together with management and staff, form the foundation and lifeline of every business. This program is designed to strengthen advanced skills required for making effective financial decisions in today's increasingly competitive, uncertain, and globally connected environment. By mastering these skills, participants will help their organizations remain competitive, reduce costs, increase revenues, and effectively manage and control risks.

Intended Audience

- Heads of Departments
- Managers
- Financial professionals seeking to expand their expertise

Course Objectives
By the conclusion of this program, participants will be able to:

- Develop advanced competencies in financial forecasting, budgeting, and control by using Microsoft Excel and the latest financial software tools to build forecasting models, including time series analysis, exponential smoothing techniques, regression analysis, and correlation analysis.
- Evaluate complex capital investment and financing decisions and recommend actions by applying appropriate discount rates derived from the weighted average cost of capital and the capital asset pricing model. They will practice using a range of techniques such as payback period, accounting rate of return, net present value, discounted payback period, internal rate of return, and modified internal rate of return, even when investment capital is limited.
- Identify critical success factors within their industry or business unit in order to assess present and future market and competitive conditions, and to recognize emerging opportunities and threats.
- Conduct in-depth financial analysis using Microsoft Excel and modern analytical methods to develop financial strategies and plans.
- Perform company valuations with special emphasis on merger and acquisition activities.
- Make better-informed financial decisions that lead to stronger outcomes.
- Gain a deep understanding of the cost of capital and the capital investment appraisal process.

Targeted Competencies

- Broader knowledge of finance, including financial planning, sources and uses of capital, and performance evaluation.
- Mastery of financial management, especially in managing liquidity and international finance.

- Strong capability in capital investment appraisal to support sound investment choices.
- Familiarity with the latest techniques for assessing financial and operational performance.
- Competence in evaluating potential mergers and acquisitions.
- Expertise in financial planning and control.
- Ability to conduct advanced financial analysis.
- Skills in business valuation with a focus on mergers and acquisitions.

Course Structure

Unit One: Financial Planning

- Scope, role, and responsibilities of financial management and planning.
- Developing a financial plan through the preparation of a master budget.
- Forecasting future cash flows.
- Time series analysis for trend forecasting.
- Application of correlation and regression.
- Building financial models.
- Conducting sensitivity analysis and "what-if" scenarios.
- Integrating "what-if" analysis with DuPont financial analysis.

Unit Two: Corporate Finance and Financial Engineering

- Raising funds through traditional equity and debt financing.
- Assessing the impact of equity and debt financing decisions.
- Understanding money market instruments and bonds.
- Introduction to the concept of financial engineering.
- Financing, trading, and hedging with engineered financial instruments.
- The dividend decision: considerations for paying or withholding dividends.

Unit Three: Cost of Capital and Capital Investment Appraisal

- Determining the cost of capital.
- Understanding the weighted average cost of capital.
- Applying the capital asset pricing model.
- The overall capital investment process.
- Methods of capital investment appraisal, including payback period, accounting rate of return, net present value, and internal rate of return.
- Managing situations involving capital rationing.

- Making asset replacement decisions.
- Controlling the cost of capital and applying derivatives in risk management.

Unit Four: Financial Analysis

- Roles and responsibilities of financial analysts and managers.
- Identifying success factors within an industry sector.
- Conducting financial reviews compared to planned targets, including variance analysis.
- Establishing financial performance measurement systems.
- Performing ratio analysis to assess profitability, liquidity, operations, and leverage.
- Applying DuPont analysis and financial modelling.
- Using Altman and Z-score models to evaluate financial risk.
- Conducting broader business analysis through SWOT, PEST, and Porter's frameworks.
- Applying Microsoft Excel to analyze case studies for:
  - Reviewing past performance.
  - Identifying strengths, weaknesses, opportunities, and threats.
  - Enhancing decision-making for the future in areas such as divisional and individual performance, capital expenditures, and investment opportunities.
  - Developing and monitoring performance measures.
  - Supporting the strategic planning process.

Unit Five: Business Valuation, Mergers, and Acquisitions

- Principles of business valuation.
- Understanding different definitions of value.
- Evaluating value to investors and value to shareholders.
- The development of value-based methodologies.
- Creating value during restructuring and corporate combinations.
- Business valuation methods specific to mergers and acquisitions.
- Processes of restructuring and organizational reorganization.
- Management buy-outs and management buy-ins.

Conclusion
This advanced financial management for managers program has been carefully developed to address critical areas of interest in the finance and management sectors, including profit and loss management, senior managerial finance skills, project financial management, international cash management, and corporate restructuring. Participants will gain comprehensive knowledge in financial decision-making, corporate finance, and strategic management, equipping them with the capabilities needed to succeed as

senior financial managers and other high-level professionals in financial management.