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COURSE BROCHURE

Advanced Corporate Finance and Management Training Course

8 – 19 February 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Advanced Corporate Finance and Management Training Course

Ref: 162_4559 **Date:** 8 – 19 February 2027 **Location:** Casablanca **Fees:** 6800 GBP

Advanced Corporate Finance and Management is a 2-week training course for corporate finance managers, treasurers and strategy executives who decide how a company raises, invests and returns capital, and who leave with a board capital allocation recommendation grounded in value creation. Higher interest rates and impatient shareholders now punish capital that earns less than its cost, so every funding and investment choice is examined closely. Advanced Corporate Finance and Management is delivered by Jupiter Prime Training.

Why Corporate Finance and Management Matters Now

Three groups shape corporate finance and management today. Shareholders and analysts compare returns on invested capital across peers and reward disciplined allocation. Lenders reprice debt quickly when leverage or cash flow volatility rises. Boards ask management to show how projects, acquisitions and distributions add value after the cost of capital. Companies that handle these choices well grow per-share value and keep funding options open; those that handle them poorly destroy value through overpriced projects or fragile balance sheets. The course rests on the capital asset pricing model CAPM, discounted cash flow DCF valuation and economic value added EVA as its main analytical frameworks.

Who Gains Most from Corporate Finance and Management

- Corporate finance managers who prepare investment cases, valuations and funding proposals
- Treasurers who manage debt programmes, liquidity and market risk hedging
- Strategy executives who weigh organic growth, acquisitions and disposals
- Investor relations leads who explain capital allocation to shareholders and analysts
- Business unit finance heads who compete for group capital

A group finance and strategy office that sends its treasurer, corporate finance lead and strategy executive together gains most, because they can agree one hurdle rate, one valuation method and one story for the board.

Corporate Finance and Management Capabilities

Participants learn to judge every funding, investment and payout choice by whether it raises the value of the firm after its cost of capital.

- Calculate a cost of equity with CAPM and a blended cost of capital for each business unit — the investment committee
- Weigh debt capacity against financial distress and rating thresholds — the board and lenders
- Apply DCF, adjusted present value and real options to rank investment opportunities — strategy executives
- Design a dividend and buyback policy consistent with free cash flow and growth needs — shareholders
- Specify a hedging policy for currency, interest rate and commodity exposures — the audit and risk committee
- Communicate a capital allocation recommendation with value bridges and sensitivities — the board of directors

Key Corporate Finance and Management Terms

- Capital asset pricing model CAPM — a model estimating the return shareholders require from the risk-free rate, the market premium and the company's beta
- Beta — a measure of how much a share's returns move with the overall market, used as a proxy for systematic risk
- Adjusted present value APV — a valuation that adds the value of financing effects, such as tax shields, to an unlevered project value
- Economic value added EVA — operating profit after tax minus a charge for the capital employed to earn it
- Pecking order — the tendency of companies to fund investment first from retained cash, then debt and finally new equity
- Return on invested capital ROIC — operating profit after tax divided by the debt and equity capital invested in operations

Corporate Finance and Management Day by Day

Day 1: The Value Creation Lens

- Shareholder Value Principles — Returns Above the Cost of Capital
- ROIC and Growth Trade-Offs — When Expansion Destroys Value
- Agency Costs Between Owners and Managers — Incentive Alignment
- Market Signals From Share Price and Spreads — Reading Investor Views
- Peer Value Creation Benchmarks — Positioning the Company

Day 2: Risk and Required Returns

- Systematic Versus Specific Risk — What Investors Are Paid For
- CAPM Inputs and Beta Estimation — Building the Cost of Equity
- Unlevering and Relevering Beta — Divisional Hurdle Rates
- Country and Project Risk Premiums — Adjusting for Exposure
- Cost of Debt From Ratings and Spreads — Realistic Borrowing Costs

Day 3: Capital Structure Choices

- Modigliani and Miller Propositions — Where Leverage Matters
- Trade-Off Theory and Tax Shields — Benefits Against Distress Costs
- Pecking Order and Signalling — Choosing the Funding Source
- Target Rating and Debt Capacity — Setting Leverage Limits
- Hybrid Instruments and Convertible Securities — Flexible Funding Options

Day 4: Raising Capital in Markets

- Bank Loans Versus Bond Issuance — Cost, Covenants and Flexibility
- Equity Issues and Rights Offerings — Dilution and Pricing Effects
- Project Finance Structures — Ring-Fenced Funding for Large Assets
- Debt Maturity Ladders — Managing Refinancing Risk
- Rating Agency Engagement — Protecting Access to Funding

Day 5: Capital Budgeting at Group Level

- DCF Project Appraisal With Consistent Assumptions — Comparable Investment Cases
- Adjusted Present Value for Leveraged Projects — Separating Financing Effects
- Capital Rationing and Portfolio Ranking — Profitability Index Choices
- Strategic Versus Maintenance Capital — Allocation Rules for Units
- Post-Completion Audits — Learning From Past Allocations

Day 6: Valuing the Business

- Enterprise DCF and Terminal Growth — Intrinsic Value Estimates
- Multiples and Comparable Companies — Market Cross-Checks
- Sum-of-the-Parts Valuation — Conglomerate Discounts and Disposals
- Economic Value Added Measurement — Linking Performance to Value
- Value Driver Trees — Margin, Growth and Capital Intensity Levers

Day 7: Distribution and Payout Policy

- Dividend Policy Theories and Clientele Effects — Investor Expectations
- Share Buybacks Versus Special Dividends — Returning Surplus Cash
- Payout Ratio Setting From Free Cash Flow — Sustainable Distributions
- Retained Earnings for Growth — Reinvestment Hurdles
- Communicating Payout Changes — Market Reaction Management

Day 8: Working Capital and Liquidity Strategy

- Cash Conversion Cycle as a Value Lever — Freeing Capital for Investment
- Liquidity Buffers and Committed Facilities — Resilience Under Stress
- Supplier and Customer Financing Programmes — Balance Sheet Effects
- Group Cash Concentration — Using Trapped Cash Efficiently
- Working Capital Targets in Incentive Plans — Behaviour of Unit Managers

Day 9: Financial Risk Management

- Exposure Mapping for Currency, Rates and Commodities — Earnings at Risk
- Forwards, Swaps and Options — Choosing Hedging Instruments
- Hedging Policy and Board Risk Appetite — Limits and Authorities
- Real Options in Strategy — Valuing Flexibility to Expand or Abandon
- Stress Testing the Funding Plan — Downside Scenarios for Directors

Day 10: Practising the Board Capital Allocation Recommendation

- Hurdle Rates and Capital Structure Position — Applying Days 2 and 3
- Project Ranking and Valuation Results — Applying Days 5 and 6
- Petrochemical Producer and Retail Group Cases — Peer Challenge of Allocation Choices
- Payout and Hedging Stance — Applying Days 7 and 9
- Board Capital Allocation Recommendation — Investments, Funding, Distributions and Risks

Applying Corporate Finance and Management After the Course

- Recalculate divisional hurdle rates with relevered betas and present the differences to the investment committee
- Build a value driver tree for one business unit and use it to challenge the next capital request

Corporate Finance and Management Questions FAQ

What is Advanced Corporate Finance and Management and why does it matter now?

Advanced Corporate Finance and Management covers how companies raise, invest, value and return capital to create shareholder value. It matters now because higher funding costs and demanding investors expose allocation choices that earn less than the cost of capital.

Which roles gain most from Corporate Finance and Management?

Corporate finance managers, treasurers, strategy executives, investor relations leads and unit finance heads gain most. Cases from a petrochemical producer and a retail group show how leverage, hurdle rates and payout differ between cyclical and steady businesses.

How does Advanced Corporate Finance and Management differ from a financial accounting course?

It focuses on forward-looking funding and investment decisions rather than recording and reporting transactions. An accounting course prepares statements under reporting rules; here you set hurdle rates, choose capital structure and value strategic options.

What do you bring back from Corporate Finance and Management?

You bring back a recommendation for your board covering investment priorities, funding mix, payout stance and hedging policy. It includes value bridges and sensitivities ready for directors to debate.

Corporate Finance and Management: The Way Forward

The board capital allocation recommendation sets out which investments to fund, how to finance them and what to return to shareholders. Its first decision is the hurdle rate each business unit must clear next year, and the chief financial officer uses it to frame the strategy session with directors. After the first allocation round, revisit beta estimates and leverage targets as markets move.