BLACKBIRD FOR TRAINING

Introduction to Managerial Finance: Essentials for Success

19 – 23 September 2027
Sharm El-Sheikh (Egypt)

UK Trainig
PARTNER



Introduction to Managerial Finance: Essentials for Success

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Why This Course

Managerial finance is a core skill for making sound business decisions, managing resources effectively, and supporting sustainable growth. In today's business environment, managers need more than basic financial awareness; they need the ability to read financial information, assess investment opportunities, manage cash flow, and understand how financial decisions affect overall business performance.

This intensive 1-week training course provides a practical introduction to managerial finance, combining key financial concepts with real business applications. Participants will explore financial analysis, planning, capital budgeting, working capital management, risk management, and strategic finance in a clear and applied way.

The program helps participants build confidence in using financial tools to support decision-making, evaluate business opportunities, improve financial performance, and align financial actions with organizational strategy.

What You'll Learn and Practice

By joining this program, you will:

- Understand the fundamental principles of financial management.
- Interpret financial statements and use them for business decisions.
- Apply financial analysis techniques to assess performance and risk.
- Evaluate investment projects using capital budgeting methods.
- Manage working capital to improve liquidity and cash flow.
- Use financial planning and budgeting tools to support business goals.
- Apply risk management techniques in financial decision-making.
- Link financial decisions to corporate strategy and shareholder value.



The Program Flow

Day 1: Foundations of Managerial Finance

- Introduction to financial management and its business purpose.
- The role of finance in managerial decision-making.
- Understanding the time value of money.
- Financial statements and how to interpret them.
- Key financial concepts used in business planning.
- Practical exercise: reading financial statements for management insights.

Day 2: Financial Analysis and Planning

- Ratio analysis techniques and performance indicators.
- Cash flow analysis and financial forecasting.
- Financial planning and budgeting processes.
- Break-even analysis for business decisions.
- Using financial information to evaluate operational performance.
- Workshop: building a simple financial analysis and planning model.

Day 3: Capital Budgeting and Investment Decisions

- Capital budgeting methods: NPV, IRR, and Payback Period.
- Evaluating investment opportunities and project feasibility.
- Risk analysis in capital budgeting decisions.
- Cost of capital and weighted average cost of capital.
- Real options and flexibility in investment decisions.
- Case study: selecting the most suitable investment project.

Day 4: Working Capital Management

- Managing current assets and current liabilities.
- Cash management strategies and liquidity planning.
- Inventory management and cost control.
- Receivables management and credit policy.
- Short-term financing options and funding needs.
- Practical exercise: improving working capital and cash flow performance.



Day 5: Risk Management and Strategic Finance

- Understanding financial risk and its impact on business decisions.
- Risk management tools and techniques.
- Capital structure decisions and financing choices.
- Dividend policy and share repurchases.
- Linking finance to corporate strategy and value creation.
- Final workshop: developing a strategic financial decision-making framework.

Individual Impact

- Strengthen financial confidence in business decision-making.
- Improve ability to analyze financial statements and performance indicators.
- Build practical skills in investment evaluation and capital budgeting.
- Enhance working capital and cash flow management capabilities.
- Gain a clearer understanding of risk, financing, and strategic finance.

Work Impact

- Improve the quality of financial and operational decisions.
- Support better budgeting, forecasting, and resource allocation.
- Strengthen investment selection and project evaluation processes.
- Improve liquidity management and cash flow performance.
- Align financial decisions with business strategy and value creation.

Training Methodology

This program combines financial concepts with practical business application to ensure real learning impact. Training methods include:

- Interactive discussions and guided financial explanations.
- Practical financial statement analysis exercises.
- Budgeting, forecasting, and cash flow workshops.
- Capital budgeting case studies and investment simulations.
- Group activities on risk management and strategic finance.
- Practical tools, templates, and decision-making frameworks.

Beyond the Course

By the end of this course, participants will be equipped with practical managerial finance skills that can be applied directly in business environments. They will be able to analyze financial information, evaluate investment opportunities, improve working capital decisions, manage financial risks, and contribute more effectively to strategic business planning.

