

SEYA CAPITAL
INSIGHT · STRATEGY · GROWTH

FINANCE, ACCOUNTING & BUDGETING

Advanced Finance Program

Modern Techniques in the Decision-Making Process and Their Applications

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Finance, Accounting & Budgeting	5 days & 2 weeks	US$ 2,100	3

OVERVIEW

About this course

This leading-edge 10-day Seya Capital training course, The Seya Capital Advanced Finance Programme, is essential for anyone seeking a course that comprehensively addresses the key topics of strategic management, financial planning, and financial management. It is equally suited to those who wish to sharpen their financial management skills, or to refresh and update the skills they already possess.

This training course highlights:

- Strategic decision-making, financial planning, forecasting, and budgeting
- The financial statements and their links with financial planning, budgeting, and decision-making
- Ratio analysis of the income statement, balance sheet, and statement of cash flows
- Traditional costing, and Activity Based Costing (ABC), Activity Based Budgeting (ABB), and Activity Based Management (ABM)
- Financing decisions, capital structure optimisation, and the Weighted Average Cost of Capital (WACC)

Performance measurement systems, including budgeting and budgetary control, and the linking of KPIs to strategy using a balanced scorecard

Interest rate and foreign currency exchange rate risk exposures, and financial risk management

Capital project investment appraisal using Discounted Cash Flow (DCF), business valuations, acquisitions, and restructuring

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
25 – 29 Jan 2027	Zanzibar, Tanzania	5 days	**US$ 2,100**
1 – 12 Feb 2027	Singapore	2 weeks	**US$ 6,660**
8 – 12 Feb 2027	Singapore	5 days	**US$ 3,700**

> Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

OBJECTIVES

By the end of the course

This Seya Capital training course equips delegates with the knowledge required to find better answers to questions such as:

- How are business strategies developed?
- How does financial management support strategic development?
- What is the exact nature and scope of the business problems to be analysed?
- Which specific variables, relationships, and trends are likely to be helpful in analysing problems?
- Are there ways to obtain a quick 'ballpark' estimate of the likely outcomes of decisions?
- How precise an answer is necessary for effective problem-solving and decision-making?
- How reliable is the available financial data, and how are uncertainty and risk likely to affect the outcomes of decisions?
- In economic and financial analysis, what are the implications and relative importance of cash flow as distinct from accounting profit?
- What limitations are inherent in financial data and the key financial statements, and how do these affect financial analysis?
- How important are qualitative judgements in the context of decision-making?

WHO SHOULD ATTEND

Designed for

This Seya Capital training course is designed for business professionals who need or wish to understand the financial aspects of the strategic decision-making process. It is valuable for every role and at every management level in the organisation, including:

Sales and Marketing | Engineering | Project Management | Purchasing

PROGRAMME

Course outline

- This training course is delivered across the following two modules:
- Module I — Understanding Finance to Influence Strategic Decisions
- Module II — Financial Analysis, Planning & Control

MODULE I: UNDERSTANDING FINANCE TO INFLUENCE STRATEGIC DECISIONS

Day 1: Linking Strategic Management and Decision-Making with Financial Planning and Budgeting

- Strategy and strategic management
- Vision, mission, and objectives
- Key features of strategic decision-making
- Rolling out and implementing strategies
- Value creation and maximisation of shareholder wealth
- Corporate objectives, accountability, and corporate governance
- Management accounting and the links between strategic planning and budgeting

Day 2: The Financial Statements and Their Links with Planning and Financial Decisions

- The three key financial statements
- Balance sheet
- Income statement
- Statement of cash flows
- Sources of internal and external financing
- Cost of equity, cost of debt, and the Weighted Average Cost of Capital (WACC)
- Capital structure models to minimise WACC
- Preparing a long-term financial plan to determine financing requirements

Day 3: Costing Systems and Measurement Systems that Support Financial Decision-Making

- Costs and activities
- Cost behaviour
- Fixed costs and variable costs
- Cost-Volume-Profit (CVP) relationships, break-even, and sensitivity analysis
- Direct and indirect costs
- Activity Based Costing (ABC) and Activity Based Management (ABM)
- Refining the costing system for improved decision-making

Day 4: Capital Investment Decisions

- Future values, present values, and Discounted Cash Flow (DCF)
- Capital budgeting principles
- Evaluating capital investment projects using Accounting Rate of Return (ARR) and payback
- DCF evaluation methods: Net Present Value (NPV), Internal Rate of Return (IRR), Modified Internal Rate of Return (MIRR), and Equivalent Annual Cost (EAC)
- Deciding which investment appraisal methods to use
- Capital budgeting, capital rationing, and the Profitability Index (PI)
- Further factors to consider in investment appraisal

Day 5: Linking Performance Measures to Strategic Decisions and Financial Risk Management

- Linking strategic objectives to Key Performance Indicators (KPIs) in a balanced scorecard
- Obstacles to achieving strategic objectives created by the accounting and costing system
- Uncertainty and risk analysis
- Types of business risk and financial risk
- Risk management principles
- Developing risk management tools to mitigate and minimise risk
- Insurance and hedging
- Interest rate risk and foreign currency exchange rate risk

MODULE II: FINANCIAL ANALYSIS, PLANNING & CONTROL

Day 6: The Challenge of Financial and Economic Decision-Making

- The practice of financial and economic analysis
- The value-creating company
- Corporate value and shareholder value
- A dynamic perspective of business
- The agency problem and corporate governance
- What information and data to use
- The nature of financial statements
- The context of financial analysis and decision-making

Day 7: Assessment of Business Performance

- Ratio analysis and business performance
- Management's point of view
- Owners' point of view
- Lenders' point of view
- Ratios as a system: pyramids of ratios
- Integration of financial performance analysis
- Economic Value Added (EVA)
- Predicting financial distress and the Z-score model

Day 8: Analysis of Investment Decisions

- Applying time-adjusted measures
- Net Present Value (NPV) and Internal Rate of Return (IRR)
- Modified Internal Rate of Return (MIRR)
- Strategic perspective: EVA and NPV
- Refinements of investment analysis
- Equivalent Annual Cost (EAC)
- Sensitivity analysis, scenario analysis, simulation, and NPV break-even
- Dealing with risk and changing circumstances

Day 9: Projection of Financial Requirements

- Interrelationship of financial projections
- Operating budgets
- Standard costing and variance analysis
- Cash forecasts and cash budgets
- Sensitivity analysis
- Dynamics and growth of the business system
- Operating leverage
- Financial growth plans
- Financial modelling

Day 10: Valuation and Business Performance

- Managing for shareholder value
- Shareholder value creation in perspective
- Evolution of value-based methodologies
- Creating value in restructuring and combinations
- Financial strategy in acquisitions
- Business valuation
- Business restructuring and reorganisations
- Management buy-outs (MBOs) and management buy-ins (MBIs)

METHODOLOGY

How you will learn

This Seya Capital training course, The Seya Capital Advanced Finance Programme, incorporates numerous practical examples, real-life illustrations, participative exercises, and case studies. It is presented in a user-friendly way suited to individuals with varying levels of financial knowledge and experience, with the aim of delivering an enjoyable learning experience. The training methodology combines presentations, discussions, team exercises, and case studies, giving delegates both theoretical and practical knowledge of all topics covered. The emphasis is on practical application, so that delegates return to the workplace with both the ability and the confidence to apply the techniques learned.

IMPACT

The return on learning

For your organisation

- Recognise the importance of finance as a component of the strategic decision-making process
- Appreciate the significance of the theoretical concepts underlying the use of financial tools in strategic decision-making
- Apply the appropriate financial tools within the strategic decision-making process
- Identify the impact of external factors on a company's strategic financial plans and decision-making
- Evaluate the financial consequences of alternative strategic decisions
- Organisations should benefit from an increase in their managers' ability to understand and analyse key financial statements and to anticipate the financial factors underlying strategic decision-making, ultimately resulting in better strategic planning and improved company performance.
- All topics in this training course are considered in the context of maximising shareholder wealth, the primary objective of all commercial organisations.

For you

- Broaden participants' financial knowledge, enabling them to develop and manage the financial aspects of their role more effectively and enhance their performance
- Increase self-confidence in dealing with financial issues and financial professionals
- Provide a better understanding of how financial considerations support an organisation's strategic decisions
- Enable delegates to better appreciate how such decisions may affect their own departments or business units, as well as their companies
- Develop the ability, when involved in decisions about investment, operations, or financing, to select the most appropriate tools from the wide variety of financial techniques available for quantitative analysis

CERTIFICATION

Seya Capital certificate

Upon successful completion of this training course, a Seya Capital Certificate will be awarded to delegates.

Register or enquire: info@seyacapital.com · www.seyacapital.com