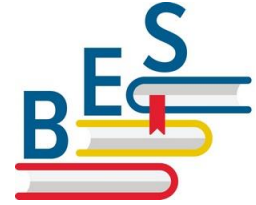




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## STRATEGIC FINANCIAL MANAGEMENT SYLLABUS

### ***Part 1. Strategic positioning***

1. The goal of Strategic Financial Management

1.1. *Conflict of stakeholder interests*

1.2. *The role and responsibility of senior financial executive*

1.3. *Corporate governance and social responsibility*

1.4. *Ethical requirements and culture influence*

2. Strategic position audit

2.1. *The need for and purpose of strategic and business analysis*

2.2. *Environmental analysis: PESTEL analysis, Porter's diamond, Porter's five forces*

2.3. *Marketing and strategic choice of the company: cost reduction and differentiation strategies, value chain analysis, products and knowledge*

2.4. *Other approaches to achieving competitive advantage*

### ***Part 2. Strategic Options Generation: Assessment and Evaluation***

1. *Ways of company development: organic, acquisition/merger, strategic partnership, etc.*

2. *Valuation for acquisitions and mergers*

3. *Discounted cash flow techniques and the use of free cash flows*

4. *Financing decisions*

5. *Impact of capital investment on financial reporting*

### ***Part 3. Implementation. Changing and improving business processes in organisation, designing organisation structure, the information system development lifecycle***

1. *Business process consideration and reconsideration of company processes to deliver a selected strategy*

2. *Harmon's process-strategy mix*

3. *Assessing the feasibility of possible redesign options*

4. *Evaluating, selecting and implementing a generic software solution*

5. *Exploring Mintzberg's organizational configuration to deliver a selected strategy*

6. *Capability Maturity Model Integration as a process improvement approach*

7. *Utilization information technology to help it deliver a selected strategy*