Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

ACCOUNTING AND FINANCE

Financial Strategy for Business Growth and Expansion Training Course

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

- **DURATION**
  5 Days Practical Hands-on
- **DELIVERY MODES**
  In-Person Class & Live Virtual
- **CERTIFICATION**
  Accredited Certificate of Completion
- **INTAKES / DATES**
  Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 24, 2026

Academic & Professional Training Year: 2026

DATASTAT TRAINING INSTITUTE

P.O. Box 102802-00101, Nairobi, Kenya

Training Centers: Nairobi • Mombasa • Kigali • Dubai • Live Virtual Academy

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www.datastatresearch.org

Financial Strategy for Business Growth and Expansion Training Course

Accounting and Finance • 5 Days Intensive • Accredited Certification

Course Overview

Financial Strategy for Business Growth and Expansion Training Course is designed to equip business leaders, finance professionals, entrepreneurs, and strategic decision-makers with advanced financial management skills for sustainable business growth, profitability, and long-term competitiveness.

Key Skills & Software Tools Covered

MS Word • Microsoft Excel • SAP S/4HANA Finance • and Oracle NetSuite ERP

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
30 Nov 2026 – 4 Dec 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
7 Dec 2026 – 11 Dec 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
14 Dec 2026 – 18 Dec 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
21 Dec 2026 – 25 Dec 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
28 Dec 2026 – 1 Jan 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
4 Jan 2027 – 8 Jan 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
11 Jan 2027 – 15 Jan 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
18 Jan 2027 – 22 Jan 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
25 Jan 2027 – 29 Jan 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
1 Feb 2027 – 5 Feb 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
8 Feb 2027 – 12 Feb 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
15 Feb 2027 – 19 Feb 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
22 Feb 2027 – 26 Feb 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
1 Mar 2027 – 5 Mar 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
8 Mar 2027 – 12 Mar 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
15 Mar 2027 – 19 Mar 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
22 Mar 2027 – 26 Mar 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
29 Mar 2027 – 2 Apr 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
5 Apr 2027 – 9 Apr 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
12 Apr 2027 – 16 Apr 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
19 Apr 2027 – 23 Apr 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
26 Apr 2027 – 30 Apr 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**

3 May 2027 – 7 May 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
10 May 2027 – 14 May 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
17 May 2027 – 21 May 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
24 May 2027 – 28 May 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
31 May 2027 – 4 Jun 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
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9 Aug 2027 – 13 Aug 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
16 Aug 2027 – 20 Aug 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
23 Aug 2027 – 27 Aug 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
30 Aug 2027 – 3 Sep 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
6 Sep 2027 – 10 Sep 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
13 Sep 2027 – 17 Sep 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
20 Sep 2027 – 24 Sep 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
27 Sep 2027 – 1 Oct 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
4 Oct 2027 – 8 Oct 2027	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
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* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Financial Strategy for Business Growth and Expansion Training Course

Introduction

Financial Strategy for Business Growth and Expansion Training Course is designed to equip business leaders, finance professionals, entrepreneurs, and strategic decision-makers with advanced financial management skills for sustainable business growth, profitability, and long-term competitiveness. The course explores strategic financial planning, corporate finance, financial forecasting, investment appraisal, capital structure optimisation, cash flow management, working capital efficiency, and financial risk management. Participants will develop practical capabilities in aligning financial strategies with corporate objectives, evaluating business performance, improving financial sustainability, and identifying opportunities for business expansion in dynamic global markets.

The training also examines modern approaches to business valuation, mergers and acquisitions, international expansion financing, private equity, financial technology, and data-driven decision-making. Through practical exercises and global business case studies, participants will learn how to mobilise financial resources, optimise capital allocation, strengthen investor confidence, and manage financial challenges associated with organisational expansion. The programme integrates strategic financial analysis, digital transformation, scenario planning, and sustainable finance principles to support informed investment decisions, operational resilience, and measurable business growth.

Course Objectives

By the end of this course, participants will be able to:

- Develop integrated financial strategies aligned with corporate growth objectives.
- Apply strategic financial planning and forecasting techniques.
- Optimise capital structure and financing decisions.
- Strengthen cash flow management and working capital efficiency.
- Conduct investment appraisal and capital budgeting analysis.
- Evaluate business performance using advanced financial analytics and key performance indicators.
- Identify suitable financing options for business expansion.
- Apply financial risk management and scenario analysis.
- Assess mergers, acquisitions, and strategic investment opportunities.
- Understand business valuation and shareholder value creation.
- Leverage financial technology and data analytics in financial decision-making.
- Develop sustainable financing strategies and environmental, social and governance considerations.
- Formulate financial strategies for market diversification and international expansion.

Organizational Benefits

- Improved financial planning, budgeting, and resource allocation.
- Enhanced profitability and sustainable revenue growth.
- Stronger cash flow and working capital management.
- Better investment decisions and capital utilisation.
- Reduced financial exposure and business risks.
- Improved access to funding and investment opportunities.
- Increased shareholder value and investor confidence.
- Stronger financial governance and accountability.
- Enhanced competitiveness and international market readiness.
- Improved organisational resilience and long-term financial sustainability.

Target Audiences

- Chief Financial Officers and Finance Directors.
- Finance Managers and Financial Controllers.
- Chief Executive Officers and Managing Directors.
- Business Owners and Entrepreneurs.

- Corporate Strategy and Business Development Managers.
- Investment Analysts and Portfolio Managers.
- Accountants and Financial Planning Professionals.
- Banking, Private Equity and Corporate Finance Professionals.

Course Duration: 5 days

Course Modules

Module 1: Strategic Financial Management and Business Growth

- Principles of strategic financial management and corporate growth.
- Aligning financial objectives with organisational strategy.
- Financial decision-making and shareholder value creation.
- Financial performance measurement and strategic key performance indicators.
- Integrating financial planning with business expansion.
- Case Study: Amazon's financial strategy for global business growth.

Module 2: Financial Planning, Budgeting and Forecasting

- Developing integrated financial plans and corporate budgets.
- Revenue forecasting and financial modelling techniques.
- Scenario planning, sensitivity analysis and predictive analytics.
- Zero-based budgeting and strategic resource allocation.
- Monitoring financial performance against strategic targets.
- Case Study: Microsoft's financial forecasting and investment planning.

Module 3: Capital Structure and Business Financing Strategies

- Understanding debt financing, equity financing and retained earnings.
- Optimising capital structure and weighted average cost of capital.
- Evaluating bank loans, venture capital and private equity.
- Financing business expansion and strategic investments.
- Managing financing costs and financial leverage.
- Case Study: Tesla's capital-raising strategies for business expansion.

Module 4: Cash Flow and Working Capital Optimisation

- Cash flow forecasting and liquidity management.
- Managing accounts receivable, inventory and accounts payable.
- Working capital financing and operational efficiency.
- Cash conversion cycle optimisation.
- Strengthening short-term financial sustainability.
- Case Study: Toyota's working capital and supply chain management strategies.

Module 5: Investment Appraisal and Capital Budgeting

- Evaluating investment opportunities using net present value.
- Applying internal rate of return and payback period techniques.
- Risk-adjusted investment appraisal and cost-benefit analysis.
- Prioritising capital expenditure and strategic projects.
- Measuring investment returns and long-term value creation.
- Case Study: Apple's capital investment decisions and innovation strategy.

Module 6: Financial Risk Management and Business Resilience

- Identifying financial, market, credit and liquidity risks.
- Developing enterprise financial risk management frameworks.
- Foreign exchange and interest rate risk management.
- Stress testing, sensitivity analysis and contingency planning.
- Strengthening financial controls and governance.

- Case Study: HSBC's approach to financial risk management and regulatory resilience.

Module 7: Business Valuation, Mergers and Acquisitions

- Understanding business valuation methodologies.
- Applying discounted cash flow and comparable company analysis.
- Assessing mergers, acquisitions and strategic partnerships.
- Conducting financial due diligence and transaction analysis.
- Managing post-acquisition financial integration.
- Case Study: Microsoft's acquisition of LinkedIn and strategic value creation.

Module 8: Financial Strategies for Market Expansion and Sustainable Growth

- Developing domestic and international expansion strategies.
- Evaluating new markets and geographical diversification.
- Exploring sustainable finance and environmental, social and governance investments.
- Leveraging financial technology and digital transformation.
- Developing long-term financial sustainability strategies.
- Case Study: Netflix's international expansion and subscription-based growth model.

Training Methodology

- Interactive presentations and facilitated discussions.
- Practical financial modelling and budgeting exercises.
- Global business case studies and group assignments.
- Investment appraisal simulations and scenario analysis.
- Group projects involving strategic financial planning.
- Peer learning, knowledge sharing and experience exchange.
- Practical exercises on financial risk assessment and mitigation.
- End-of-course assessment and individual action planning.

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/financial-strategy-for-business-growth-and-expansion-training-course to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.