

Oxford Executive Finance: Strategic Decision-Making Foundations

Build your financial acumen to drive strategic decisions. Perfect for executives and managers seeking practical finance skills.

Business Instructor: David Reynolds • 5 sections • 51 lessons • 19.50h total

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About this course

Strategic leaders often face critical financial decisions without a deep understanding of the underlying concepts, which can lead to suboptimal outcomes. This course bridges that gap by providing a solid foundation in executive finance tailored for those in decision-making roles. You'll learn to interpret financial statements, analyze risks, and make informed investment decisions through concise video lessons and real-world case studies. The format includes practical exercises and discussions to apply concepts directly to business scenarios.

Course curriculum

Foundations of Financial Literacy

- **Understanding the Role of Finance in Strategy (12m)**
Explore why financial knowledge is key for strategic leaders and the core principles of financial decision-making.
- **Reading Financial Statements: A Practical Guide (25m)**
Step-by-step walkthrough of income statements, balance sheets, and cash flow statements with real examples.
- **Accounting Principles for Non-Accountants (18m)**
Learn essential accounting concepts that affect financial reporting and decision-making.
- **Time Value of Money: Foundations for Investment (20m)**
Master the basics of present and future value calculations to evaluate financial opportunities.
- **Cost Structures and Their Impact on Strategy (15m)**
Analyze fixed and variable costs to inform pricing and operational decisions.
- **Introduction to Financial Ratios (22m)**
Calculate and interpret key ratios like ROI, ROE, and debt-to-equity for performance assessment.
- **Budgeting and Forecasting Basics (30m)**
Create simple financial forecasts and budgets to plan for future business activities.
- **Ethical Considerations in Financial Reporting (10m)**
Discuss common ethical issues in finance and how to maintain integrity in reporting.

Core Concepts in Financial Analysis

- **Advanced Ratio Analysis for Strategic Insights (25m)**
Dive deeper into financial ratios to uncover trends and make data-driven strategic choices.
- **Cash Flow Analysis: The Lifeblood of Business (22m)**
Evaluate cash flow statements to assess liquidity and operational efficiency.
- **Profitability Analysis and Margins (18m)**
Break down profitability metrics to understand business performance drivers.
- **Working Capital Management (20m)**
Manage short-term assets and liabilities to maintain financial health.
- **Financial Forecasting Techniques (30m)**
Use historical data and trends to predict future financial outcomes for planning.
- **Valuation Fundamentals: Equity and Enterprise (28m)**
Learn basic valuation methods like DCF and comparables for investment decisions.
- **Cost of Capital and Its Implications (22m)**
Understand how the cost of capital affects investment returns and strategic choices.
- **Scenario Analysis and Sensitivity Testing (18m)**
Assess how changes in assumptions impact financial outcomes to manage risk.
- **Financial Modeling for Decision Support (32m)**
Build simple financial models to simulate business scenarios and inform strategy.

- **Integrating Financial Data with Strategic Goals (15m)**
Align financial analysis with business objectives for coherent decision-making.

Strategic Financial Decision-Making

- **Capital Investment Decisions: NPV and IRR (25m)**
Apply Net Present Value and Internal Rate of Return to evaluate investment opportunities.
- **Project Appraisal Techniques (22m)**
Use payback period, profitability index, and other methods to assess projects.
- **Mergers and Acquisitions: Financial Considerations (30m)**
Examine the financial aspects of M&A deals, including valuation and integration.
- **Dividend Policy and Shareholder Value (18m)**
Explore how dividend decisions impact company value and investor relations.
- **Capital Structure Optimization (25m)**
Determine the right mix of debt and equity to minimize cost of capital.
- **Risk-Return Trade-offs in Strategy (20m)**
Balance risk and return when making strategic financial choices.
- **Financing Options for Growth (22m)**
Evaluate equity, debt, and hybrid financing for business expansion.
- **Strategic Financial Planning and Alignment (28m)**
Develop financial plans that support long-term strategic objectives.

Advanced Application and Risk Management

- **Financial Risk Assessment Frameworks (25m)**
Identify and measure financial risks using tools like VaR and stress testing.
- **Hedging Strategies with Derivatives (30m)**
Learn to use options, futures, and swaps to manage financial risks.
- **Interest Rate and Currency Risk Management (22m)**
Mitigate risks from interest rate fluctuations and currency exposure.
- **Credit Risk Analysis and Management (18m)**
Assess borrower creditworthiness and manage credit risk in lending and investments.
- **Operational Risk in Financial Decisions (15m)**
Understand how operational failures impact financial outcomes and how to prevent them.
- **Advanced Valuation for Complex Scenarios (32m)**
Apply valuation techniques to unusual or high-risk situations.
- **Behavioral Finance and Decision Biases (20m)**
Recognize common biases that affect financial decisions and how to counter them.
- **Sustainability and ESG in Finance (25m)**
Integrate environmental, social, and governance factors into financial decisions.
- **Tax Planning for Strategic Advantage (22m)**
Use tax considerations to optimize financial outcomes in strategy.
- **International Finance and Global Markets (28m)**
Navigate financial decisions in the context of global markets and exchange rates.

- **Regulatory Compliance and Financial Reporting (18m)**
Stay compliant with financial regulations while making strategic decisions.
- **Technology and Finance: AI and Data Analytics (25m)**
Use modern tools like AI and analytics to enhance financial decision-making.

Implementation and Real-World Cases

- **Case Study: Strategic Investment in Tech Startups (30m)**
Analyze a real case where financial analysis guided investment decisions in a tech venture.
- **Case Study: Mergers and Acquisitions in Retail (28m)**
Examine an M&A deal to understand valuation, negotiation, and integration challenges.
- **Case Study: Risk Management in Manufacturing (25m)**
Learn how a manufacturing firm managed financial risks during economic downturns.
- **Case Study: Capital Structure Decisions in Service Industry (22m)**
Explore how a service company optimized its debt-equity mix for growth.
- **Case Study: Dividend Policy Impact on Shareholders (18m)**
See the effects of dividend decisions on company valuation and investor trust.
- **Building a Financial Decision Framework (32m)**
Create a step-by-step framework to apply course concepts to your own decisions.
- **Developing a Strategic Financial Plan (30m)**
Draft a financial plan that aligns with your organization's strategy.
- **Presenting Financial Insights to Stakeholders (25m)**
Communicate financial data effectively to non-financial audiences for better decisions.
- **Simulation Exercise: Company Turnaround (35m)**
Participate in a simulation where you make financial decisions to turn around a struggling company.
- **Peer Review and Collaborative Analysis (20m)**
Work with peers to review financial cases and provide feedback on decisions.
- **Measuring the Impact of Financial Decisions (22m)**
Learn to track and assess the outcomes of your financial choices over time.
- **Continuous Learning in Executive Finance (15m)**
Stay updated with trends and resources to keep your financial skills sharp.
- **Course Wrap-up and Next Steps for Application (10m)**
Summarize key takeaways and plan how to implement what you've learned.

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