

CORPORATE VALUATION & MODELLING - THE FUNDAMENTALS & FOUNDATION TO GUIDE BETTER DECISIONS

“Mastering the Core Techniques for Business Valuation and Financial Modelling”

Schedule

Date	Venue	Fees (Face-to-Face)
23 – 25 Feb 2026	Dammam, KSA	USD 2495 per delegate
04 – 06 Mar 2026	Dubai, UAE	USD 2495 per delegate

Introduction

Understanding the true value of a business is vital for sound decision-making in mergers, acquisitions, investments, and strategic planning. This comprehensive course offers professionals a strong foundation in corporate valuation techniques and financial modelling best practices.

Through a hands-on approach, participants will build and interpret valuation models, evaluate financial performance, and apply various valuation methods such as DCF, comparables, and precedent transactions.

Objectives

- By the end of this course, participants will be able to:
- Understand key concepts and drivers of corporate valuation
 - Apply Discounted Cash Flow (DCF), relative, and asset-based valuation techniques
 - Build robust financial models for valuation and investment analysis
 - Assess company performance using key financial indicators
 - Translate business strategy into valuation implications

Why Attend

- Gain foundational knowledge in valuation principles and modelling practices
- Develop confidence in constructing and auditing financial models
- Understand how valuation influences strategic business decisions
- Learn through real-life case studies, Excel-based exercises, and expert guidance

Target Audience

This program is designed for:

- Finance professionals, analysts, and corporate strategists
- Investment bankers and private equity analysts
- Business development managers and corporate planners
- Accountants and auditors involved in business valuation
- Professionals seeking to understand valuation in transactions and planning

Individual Benefits

Key competencies that will be developed include:

- Proficiency in Excel-based financial modelling
- Understanding of valuation methodologies and real-world applications
- Ability to assess risks, cash flows, and market-based valuations
- Analytical thinking and decision-support skills in corporate finance

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved ability to evaluate acquisitions, investments, and divestitures
- Enhanced decision-making through reliable financial analysis
- Greater transparency and consistency in corporate valuation practices
- Strengthened financial forecasting and strategic planning capabilities

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Overview of valuation frameworks and modelling concepts
- Case Studies – Practical examples of company valuation and investment scenarios
- Workshops – Excel-based modelling of income statements, cash flows, and valuations
- Peer Exchange – Group discussion on valuation assumptions and techniques
- Tools – Templates for DCF models, comparables, and sensitivity analysis

Course Outline

DETAILED 3-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Valuation and Financial Modelling

- Module 1: Introduction to Corporate Valuation (07:30 – 09:30) • Purpose and uses of business valuation • Key concepts: enterprise value vs equity value • Value drivers and stakeholder perspectives
- Module 2: Understanding Financial Statements (09:45 – 11:15) • Interpreting income statements, balance sheets, and cash flow statements • Adjusting financials for valuation purposes • Ratio analysis for financial health assessment
- Module 3: Modelling Fundamentals in Excel (11:30 – 01:00) • Building model structure and logic • Linking statements and scenario inputs • Avoiding common modelling errors
- Module 4: Workshop – Modelling a Company's Financials (02:00 – 03:30) • Hands-on modelling exercise in Excel • Input assumptions, revenue drivers, and cost structures

Day 2: Core Valuation Techniques and Applications

- Module 5: Discounted Cash Flow (DCF) Valuation (07:30 – 09:30) • Free Cash Flow (FCF) calculations • Estimating terminal value and WACC • DCF model development and interpretation
- Module 6: Relative and Market-Based Valuation (09:45 – 11:15) • Price multiples: P/E, EV/EBITDA, P/BV • Peer comparison and selection criteria • Interpreting valuation multiples and benchmarking
- Module 7: Asset-Based and Real Option Valuation (11:30 – 01:00) • Asset-based approaches and adjusted book value • Option pricing in high-uncertainty scenarios • Choosing the right valuation approach
- Module 8: Workshop – Building a Complete DCF Model (02:00 – 03:30) • Case-based modelling and valuation exercise • Sensitivity and scenario analysis

Day 3: Decision-Making, Presentation, and Best Practices

- Module 9: Linking Strategy and Valuation (07:30 – 09:30) • Evaluating business plans through valuation impact • Strategic decisions and capital allocation • Value creation through operational levers
- Module 10: Communicating Valuation Results (09:45 – 11:15) • Presenting assumptions and results effectively • Using visuals and dashboards in financial models • Defending model logic and outcomes
- Module 11: Final Case Study & Group Presentation (11:30 – 01:00) • Collaborative modelling and valuation case • Presenting findings and defending valuations
- Module 12: Wrap-Up & Action Plan (02:00 – 03:30) • Review of tools and techniques • Common pitfalls and best practices • Next steps in advancing valuation expertise

Certification

Participants will receive a Certificate of Completion in "Corporate Valuation & Modelling – The Fundamentals & Foundation to Guide Better Decisions", demonstrating their competency in business valuation techniques and Excel-based modelling for strategic decision-making.

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