COURSE OVERVIEW
The Capital Allocation Strategies course gives participants an understanding of how to allocate capital resources within a business, maximise value and optimise growth potential. Using strategic and corporate finance frameworks, you will be equipped to drive strategies for growth, portfolio restructuring and performance improvements for your organisation.

Effective capital allocation strategies are a key issue for any business. They require the ability to understand the links between strategy, financial dimensions and organisational processes, such as remuneration, project valuation and performance measurement. This course equips you to understand these links, and provides a framework for developing growth, portfolio restructuring and performance improvement strategies.

With a focus on practical demonstration of tools and concepts, this course will provide you with tools and skills that can be applied in your workplace.

COURSE FACILITATOR
DR TONY CARLTON
Tony is Executive Director, Corporate and Professional Education for Macquarie Business School at Macquarie University. Tony previously managed the Corporate Finance stream in the prestigious Master of Applied Finance. In addition to teaching Corporate Finance, he introduced a range of new electives including Advanced Valuation, Capital Allocation Strategies and Corporate Financial Strategy. Tony continues to teach for the Macquarie Applied Finance Centre.

Prior to joining Macquarie University, Tony had more than 25 years’ experience in the manufacturing, resource and agricultural industries. His experience includes all aspects of corporate finance and strategy, including strategic portfolio analysis and restructuring, developing and executing growth strategies, and project evaluation. He has managed a number of large acquisitions and divestments in Australia and overseas, and several large-scale balance sheet restructurings.

COURSE INFORMATION

| DURATION | 2 days |
| LOCATION | Sydney city campus Level 24, 123 Pitt Street, Sydney NSW 2000 |
| WHO SHOULD ATTEND? | Executives and senior leaders of business units or in corporate roles, Senior commercial managers or analysts, Business development and strategy executives, Executives in advisory or consulting roles working with business leaders, Executives wanting to achieve strategic financial goals |

It is assumed that participants have a basic understanding of financial statement terminology and concepts.

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COURSE OBJECTIVES
Effective capital allocation strategies require you not only to assess proposals for new spending, but also to maximise the value-creation potential of existing capital. We examine how growth, portfolio restructuring and performance improvement become the key levers in driving capital allocation strategies that maximise shareholder value. Capital allocation requires the ability to assess the strategic profile of your business, translate this into financial and value language and use organisational processes to deliver superior financial performance.

We explain how to effectively use key performance metrics and equip you to critically assess business proposals, particularly the strategic, financial and risk dimensions of a business case.

A series of case studies and real-life examples will give you hands-on exposure to a wide range of corporate finance applications.

COURSE OUTCOMES
- Develop a framework for capital allocation that drives performance improvement, growth and portfolio restructuring strategies
- Use common valuation tools, especially the discounted cash flow valuation method, and understand how these tools link to financial performance metrics
- Understand the relationships between return on invested capital, cost of capital and hurdle rates
- Equip you to evaluate individual project proposals, analyse the link between business case and financial metrics and identify and evaluate key project risks, including commercial, strategic and financial
- Understand the broader processes around capital investment decisions and issues in capital allocation within a company, division or business unit

COURSE TIMETABLE

| DAY 1 | • Understanding shareholder value – driving total shareholder return and other value-creation metrics  
|       | • Review of valuation principles and models  
|       | • Strategic and financial dimensions of value creation |
| DAY 2 | • Capital allocation strategies  
|       | • Risk and project evaluation  
|       | • Issues in project evaluation |