

<b>Training Title</b>	Investment Decision-Making: Methods, Financing, and Opportunities
<b>Trainer</b>	Sanaa HAJJ
<b>Date &amp; Time</b>	<b>Date: June , 9-10-11, 2026</b> <b>Time: 13:30 - 17:30 PM</b>
<b>Venue</b>	<b>Lebanese Training Center</b> – Sanayeh, CCIAB Bldg. – 6 <sup>th</sup> Floor
<b>Target Audience</b>	Corporate Strategy and Planning Professionals Entrepreneurs and Startup Founders SME Owners and Business Managers Business and Finance Students
<b>Outline</b>	<p><b>Day 1: Investment Decision-Making Methods</b></p> <p>Introduction to Investment Decisions- Importance of investment decisions for businesses and individuals - Current trends affecting investment choices</p> <p>Methods for Evaluating Investments - Net Present Value (NPV) and Internal</p> <ul style="list-style-type: none"> <li>- <b>Rate of Return (IRR) - Payback period method-Profitability index</b></li> <li>- Interactive Exercise / Case Study</li> <li>- Participants calculate NPV, IRR, and payback for sample projects</li> <li>- Group discussion on method selection and tradeoffs</li> </ul> <p><b>Day 2: Financing Investment Decisions</b></p> <ul style="list-style-type: none"> <li>- <b>Sources of Investment Financing</b></li> </ul> <p>Equity vs. debt financing</p> <p>Retained earnings, venture capital, bank loans</p> <p>Advantages and disadvantages of each source</p> <ul style="list-style-type: none"> <li>- <b>Cost of Capital and Decision-Making</b></li> </ul> <p>Weighted Average Cost of Capital (WACC)</p> <p>How financing choice affects project evaluation and risk</p> <ul style="list-style-type: none"> <li>- <b>Practical Exercise o Compare scenarios</b></li> </ul> <p>all-equity, all-debt, mixed financing</p>

	<p><b>Day 3: Business Valuation</b></p> <p><b>-Introduction to Business Valuation</b> Why valuation is critical for investment decisions Key concepts: equity value, enterprise value, market value</p> <p><b>-Valuation Methods</b> Discounted Cash Flow (DCF) analysis Comparable company analysis (market multiples)</p> <p><b>- Practical Exercise</b> Linking valuation results to investment decision-making</p>
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<p><b>Learning Outcomes</b></p>	<ul style="list-style-type: none"><li>- Analyze investment projects critically and compare alternatives to select the most suitable option.</li><li>- Identify different sources of investment financing</li><li>- Evaluate the impact of financing choices on investment risk, cost of capital, and project feasibility.</li><li>- Develop financing strategies aligned with investment goals and business sustainability.</li><li>- Understand the purpose and importance of valuing companies for investment decisions.</li></ul>
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