

EMBA-2527-102 Financial Analysis & Strategic Management

Name of lecturer(s) & Email	Phase, Status, Timing	ECTS*, CH & SDL**
Benjamin LORENT benjamin.lorent@solvay.edu	Navigate Compulsory Between 18/10/2025 and 9/11/2025	3 24 66

Description of the course

This course equips participants with financial analysis and modeling skills to support strategic decision-making in complex environments. Learners will analyze financial statements and key performance indicators to evaluate organizational health, apply financial models to assess investments and forecast outcomes, and evaluate strategic options using financial data. Through practical exercises, participants will develop comprehensive financial plans aligned with organizational strategy and learn to interpret and communicate complex financial insights effectively to diverse stakeholders.

Course units

1. Financial Statements : Balance Sheet, Income Statement and Cash Flow Statement. How to understand and read them?
2. Working Capital Requirement
3. Cash Flow Statement : How to prepare it?
4. Financial Diagnosis: KPI's
5. Financial Planning
6. Introduction to Managerial Accounting

Course Learning Outcomes (CLOs)

By the end of the course, students will be able to...

1. Analyze financial statements and key performance indicators to evaluate an organization's financial health.
2. Evaluate strategic options using financial data to support decision-making in uncertain environments.
3. Create comprehensive financial plans that align with organizational strategy and market conditions.
4. Interpret complex financial data to communicate insights effectively to diverse stakeholders.
5. Understand and apply managerial accounting principles to analyze costs, manage them efficiently, and assess product profitability.

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.

*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)

**CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc

***PLO - Programme Learning Objectives are available on the curriculum page

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Contribution to Programme Learning Objectives (PLOs)***

PLO 1.1. Design and communicate a compelling strategic vision that motivates and aligns cross-functional teams to achieve organisational goals.	Introduction
PLO 1.2. Demonstrate collaborative leadership skills, effectively resolving conflicts, negotiating, and engaging diverse teams to reach optimal outcomes.	Introduction
PLO 1.3. Communicate the strategy to make it understandable to anybody in the organisation and to the stakeholders.	Introduction
PLO 2.1. Apply critical thinking and data-driven decision-making to detect, assess megatrends and technological disruptions (diagnose).	Introduction
PLO 2.2. Develop a set of clear and motivated decisions about the key element of the corporate strategy in response to market shifts: purpose, vision, missions, business model, portfolio, scopes, values & culture, digitalisation, innovation, organic and non-organic growth strategy.	Introduction
PLO 2.3. Plan the implementation of the corporate strategy and digital transformation enabling teams to adapt smoothly to evolving business environments and technological advancements.	Introduction
PLO 3.1. Assess the long-term implications of business decisions on ESG factors and create strategies that balance profitability with social and environmental responsibility.	Not Covered
PLO 3.2. Lead cross-cultural teams effectively and incorporate global perspectives into business strategies, demonstrating empathy and adaptability to diverse stakeholder needs to foster an authentic corporate citizenship.	Not Covered
PLO 3.3. Use the entrepreneurial toolbox and mindset to shape innovative scalable solutions responding to new societal challenges.	Introduction

Contribution to the Environmental, social and governance (ESG)

Course Contribution to ESG: No
 Contact Hours are dedicated to ESG: x
 Contact Hours containing climate solutions for how organisations can reach net zero: x
 Description of contribution: x

 This course contributes to the [Sustainable Development Initiative](#) at the Solvay Brussels School of Economics & Management

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Assessment methodology / Learners Use of Time and Load

Evaluation scale

0-20

Pre-Assessed Task: Action Based Testing

- Value of pre-assessed task: 10 %
- Type of assessment: Quiz
- Deadline: due 17/10/2025
- Guidelines: online test on Canvas
- Feedback Provision:

Key-Assessed Task: Ideating, Prototyping and Testing a Corporate or Startup Idea Seed

- Value of pre-assessed task: 90 %
- Type of assessment: Group Assignment
- Deadline: due 09/11/2025
- Guidelines: Report
- Feedback Provision: oral & written

Learning Materials

Readings

Books / Articles

- Financial Accounting (pdf available) by Harrison, Walter T., Horngren, Charles T., Thomas, C. William (2017, Pearson)
- [Mcgraw-hill_Irwin Series in Finance, Insurance, and Real Estate] Robert C. Higgins - Analysis for Financial

Cases (available in Canvas)

- Pfizer Financial Statements
- Accounting Detective
- Cartwright Lumber
- In-house exercises and cases

Other Learning Materials

Coursera : Accounting: Principles of Financial Accounting (IESE business School)

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