

The Manchester MBA

Elective: **Strategic Financial Analysis**

MANCHESTER
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The University of Manchester
Alliance Manchester Business School

This intensive elective bridges the gap between strategy and finance, equipping you with the judgement and analytical capability needed to evaluate organisations in complex, uncertain environments.

Using the Manchester Method and a 'living case' approach, you will work in depth on a single company, exploring its strategic intent, financial performance and underlying value drivers.

The course focuses on developing your ability to interpret financial information in context, linking strategic decisions to financial outcomes.

You will build expertise in areas such as valuation, financial modelling, forecasting and risk assessment, while also constructing clear and compelling corporate narratives.

Through hands-on analysis, case-based learning and group work, you will apply frameworks such as PERL, SWOT and advanced forecasting techniques to real business challenges.

By the end of the course, you will be able to move beyond technical analysis to make informed, high-quality strategic judgements where data is incomplete and ambiguity is high.

How you'll benefit



Solve complex business challenges: Resolve the strategic, operational and financial issues within organisations using narrative building techniques.



Master value creation and modelling: Develop your insights into an organisation's value creation process and learn how to model value using the course-supplied software.



Gain a global financial perspective: Understand the international dimensions to value creation both with UK multinationals and non-UK organisations on the global stage.



Make confident decisions under uncertainty: Enhance your judgement skills in situations of information scarcity and irreducible uncertainty.



Build advanced financial forecasting skills: Become fluent in financial forecasting methods within an organisation's strategic and operational context.



Strengthen collaboration and critical thinking: Enhance your interpersonal skills through teamwork alongside developing your personal skills of critical reflection.

Delivery method

This six month course is delivered through a choice of a three-day in-person or virtual workshop, supported by online learning.



Bob Ryan

Unit Director for Strategic Financial Analysis, Professor Bob Ryan is a highly experienced academic and finance specialist with a global reputation in financial analysis, valuation and management.

Originally trained in chemistry before qualifying as a chartered accountant with a firm that became part of KPMG, he has spent decades teaching MBA programmes and leading business schools.

A prolific author with five books and over 100 published articles, Bob is widely recognised for his contribution to management education and was elected a Fellow of the Royal Society of Arts.

His teaching draws on extensive experience working with senior executives and directors worldwide, bringing real-world insight to the strategy-finance interface.

Have any further questions about The Manchester MBA?

✉ Please get in touch - mba@manchester.ac.uk

This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.