



*Training Course:  
Finance for Executives*

*25 - 29 November 2024  
Casablanca (Morocco)  
New Hotel*

## Training Course: Finance for Executives

Training Course code: FI234879 From: 25 - 29 November 2024 Venue: Casablanca (Morocco) - New Hotel Training Course Fees: 4250 € Euro

### Introduction

This five-day Finance for Executives program is designed by Global Horizon Training Center Consultation Department. It will empower you to use financial tools to make better decisions and become even greater assets to your organization. The training program is an expertly designed overview of the crucial frameworks and tools of modern corporate finance. Over five intensive days, this course breaks down the barriers faced by managers and directors and equips participants with tools that are immediately applicable in any organization.

### Training Course Objectives

At the end of the Finance for an Executives training course, participants will learn:

- Develop the skills required to critically assess the financial health and needs of your firm.
- Understand and practice how to allocate financial and other resources optimally.
- Confidently evaluate major investment projects and entire companies.
- Assess the attractiveness of investments through discounted cash flow DCF modeling and analysis.
- Ability to communicate more effectively with the finance function in your own organization.
- Be able to communicate on a level-playing field with key sources of outside financing such as lenders and shareholders

### Training Methodologies

This fast-paced, highly interactive course combines case studies, lectures, exercises, spreadsheet modeling, and classroom discussions to explore the most useful tools of corporate finance. These tools include but are not limited to, corporate financial analysis and forecasting, capital budgeting, and project and company valuation. Every day of the program introduces new tools and concepts, explores and evaluates them, and immediately applies them to real-world case studies.

### Personal Benefits

- Gain the knowledge and skills to determine the financial health of your organization and address its needs.
- Optimize your allocation of financial and other resources.
- Evaluate critical investment projects, including entire companies, with confidence and authority.
- Use discounted cash flow analysis to accurately assess the value and attractiveness of investments.
- Communicate effectively with your organization's finance function.
- Gain the confidence and authority to communicate on a level-playing field with outside lenders and shareholders.

### Organizational Benefits

- Enhance your senior executives' capacity to make decisions critical to the financial well-being of the organization.
- Ensure that communication and information exchange around strategic issues within the organization is

resilient, robust, and effective.

- Enjoy unique and privileged access to distinguished LSE faculty, and thought leaders in finance.
- Benefit from access to a breadth of perspectives, insights, and expertise coming from a diverse range of sectors, industries, and geographies around the world.

## Target Audience

- Mid to senior-level executives who would benefit from a focused and practical overview of corporate finance.
- Executives in all functional areas; general management, corporate planning, strategy, marketing and sales, operations, and research and development.
- Senior managers and directors working in a broad range of organizations; from start-ups to multinationals, NGOs, government bodies, and public sector services.
- Financial Analyst
- Legal Accountant
- Vice President,
- risk management
- Senior Banker
- CFO
- Economist
- Relationship Manager

## Training Program Outlines

### Day One

- Introduction to the course
- Accounting review
- Assessing the financial health of a firm
  - Financial statement analysis
  - Financial and operating ratios
- Forecasting funding needs
  - Sources and uses analysis
  - Sustainable growth
- Introduction to valuation
  - Cash flow forecasting
  - Discounting and NPV

### Day Two

- Optimal investment decisions
  - Allocating resources within and across firms
- Valuing investment projects
- Discounted cash flow DCF analysis
  - Calculating Free Cash Flow
  - Sensitivity and scenario analysis

### Day Three

- Interacting with capital markets
  - Shareholders
  - Lenders
- Cost of capital and the pricing of risk
  - The risk-return trade-off
  - Betas and alphas
- Optimal capital structure
  - Bond ratings and default
  - Tax benefits of debt
- Optimal payout policies

#### Day Four

- Valuing entire companies
  - Terminal value calculations
- Valuation by comparable
  - Valuation multiples
- Mergers and acquisitions

#### Day Five

- ▣ Applications of project and company valuation
- ▣ Case Study

## Registration form on the Training Course: Finance for Executives

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.