



*Training Course:  
Certified Financial Management Professional*

*11 - 15 November 2024  
Casablanca (Morocco)  
New Hotel*

## Training Course: Certified Financial Management Professional

Training Course code: FI234683 From: 11 - 15 November 2024 Venue: Casablanca (Morocco) - New Hotel Training  
Course Fees: 4250 € Euro

### Introduction

Most strategic and operational business decisions rely on fundamental knowledge of financial management including the ability to speak and understand the language of finance. While this knowledge is an essential skill for leaders and managers throughout the organization, it is also a prerequisite for both finance professionals who need to make day-to-day decisions as well as accounting professionals who wish to advance their careers. Those without a clear understanding of financial statements analysis and management are unable to communicate professionally with finance managers and business leaders. This course consists of modules that clarify financial terminology and concepts giving you the required tools to communicate fluently with top executives and articulate business investment and project proposals to decision-makers.

### Course Objectives of Certified Financial Management Professional

By the end of the course, participants will be able to:

- Apply financial analysis techniques to generate conclusions and recommendations regarding business performance
- Utilize their macro-finance understanding from a strategic and operational perspective
- Design dynamic strategic financial planning models
- Demonstrate an understanding of mergers, acquisitions, takeovers, and corporate control
- Compare how equities and fixed income securities are priced
- Develop a practical understanding of corporate finance, cost of capital, and capital budgeting

### Course Methodology of Certified Financial Management Professional

The course uses a mix of interactive techniques such as brief presentations by the consultant, group exercises, case studies, and the use of Excel to apply the knowledge acquired throughout the course followed by participants' presentations of the results.

### Target Audience of Certified Financial Management Professional

Finance professionals, finance managers, corporate controllers, financial controllers, treasury professionals, chief accountants, accounting managers, senior accountants, banking professionals, and corporate business professionals.

### Course Outlines of Certified Financial Management Professional

## Day 1

### The scope of financial analysis and management

- Introduction to the three pillars of financial management
  - Operating, investing, financing decisions
- An inside look at the key financial statements
- The building blocks of financial statements analysis
  - Vertical analysis and common size financial statements
  - Horizontal and trend analysis
  - Liquidity analysis
  - Solvency analysis: debt and equity
  - Efficiency and working capital management
    - Balances of cash
    - Balances of accounts receivable
    - Balances of inventory
    - Balances of trade payables
    - Using short term bank facilities
    - The cash conversion cycle
  - Profitability analysis: margins and returns

## Day 2

### Strategic financial planning and forecasting

- Overview of the financial planning process
- Revenue forecasting: bottom-up versus top-down
- Forecasting cost of goods sold
- Forecasting fixed and variable costs
- Forecasting balance sheet accounts
  - Using days sales outstanding
  - Using days of inventory on hand
  - Using days of payables
  - Fixed assets forecasting
  - Retained earnings and dividend pay-out policy
- Building 12 monthly forecast for a seasonal business
  - Modeling 'what-if' analysis

## Day 3

### Mergers, acquisitions, and corporate control

- Methods of acquisitions
- Types of Mergers and Acquisitions M&As
- Motives for mergers and acquisitions
- 5 phases to the M&A process
- The process of due diligence
- Reasons behind failed mergers

## Day 4

### Financing decision: the right mix of debt and equity

- Valuation fundamentals of financial instruments
  - How to price a bond before issuance
  - How to price a stock before offering
- The weighted average cost of capital
  - Impact of debt-to-equity ratio on the cost of funds
  - Deciding on the mix of debt and equity
- Optimal financing structure

## Day 5

### Capital budgeting and investment decisions

- Practical applications of the time value of money using Excel
  - Future value calculations
  - Present value and NPV calculations
  - Internal rate of return
  - Verifying loan installments based on effective interest method
- The capital budgeting process
  - Forecasting incremental cash flows
  - Deciding on the appropriate discount rate
  - Identify working capital commitment
  - Net present value: key decision-making criteria
  - Internal rate of return for decision making
  - Discounted payback period
  - Profitability index

## Registration form on the Training Course: Certified Financial Management Professional

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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:  
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place.

Fax your completed  
registration  
form to: +20233379764

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

Complete & return the  
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