



*Training Course:  
Cash and investment management*

*7 - 11 July 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Cash and investment management

Training Course code: FI234993 From: 7 - 11 July 2025 Venue: Casablanca (Morocco) - New Hotel Training Course Fees: 4500 € Euro

### Introduction

Cash and investment management is vital for companies and individuals alike. These skills represent the essential skills for managing financial resources in an efficient and integrated manner. If cash is managed properly and efficiently, companies can avoid liquidity problems and ensure that cash is available at the right time to meet financial needs. While optimal investment management allows for achieving the desired returns, taking into account the risks associated with investments.

The training program in cash management and optimal investment of financial resources aims to provide participants with the basic skills and knowledge necessary to effectively manage financial resources, improve the use of capital and achieve investment goals.

### objectives

This training program aims to provide participants with the knowledge and skills necessary to manage cash and investment effectively and optimally and to learn about the tools and techniques necessary to analyze and manage risks associated with financial investments.

The program also aims to:

- Introducing the participants to the concepts of cash and investment management and its importance to individuals and companies.
- Determine the various financial and investment assets and how to analyze and evaluate them.
- Teach participants how to choose the right liquidity and manage it effectively.
- Enable participants to analyze financial data and determine appropriate risk levels for investments.
- Providing the necessary knowledge and skills to manage the risks associated with various investments.
- Introducing the participants to the available investment tools and how to analyze and evaluate them.
- Enabling participants to manage a portfolio of financial investments

### competencies

The competencies required for this training program include:

- Understand the concepts of cash and investment management and their relevance to companies and individuals.

- The ability to analyze financial data to determine monetary and investment needs.
- Learn about the types of financial and investment assets and how to choose the appropriate financial instruments.
- Understanding investment risks and the methods needed to determine the appropriate risk level for investments.
- The ability to define and manage a personal or corporate financial investment portfolio.
- Understanding how to manage risk in investing and assessing current risk levels.

## Target audience

This training program is aimed at everyone who wants to improve their skills in managing cash and investment, using capital effectively, and achieving investment goals.

The target audience includes:

- Employees working in companies, financial institutions, and banks.
- Finance department managers
- Investors who want to improve their investment and risk management knowledge.
- Individuals who wish to achieve success in managing their personal portfolios.

## Course Outlines

### Concepts of cash and investment management

- Introduction to cash and investment management
- The importance of cash management and investment for companies and individuals
- Basic terminology in cash and investment management
- Objectives of cash and investment management
- Types of financial and investment assets

### Cash management

- Criteria used in choosing the appropriate liquidity for companies
- Cash management in financial institutions
- Analyze financial statements to determine cash needs

- Types of financial instruments available for cash management
- Critical analysis and determination of appropriate liquidity levels

#### The optimal investment of financial resources

- Reviewing and analyzing the financial statements of companies and financial markets
- Determine the appropriate risk level for investments
- Available investment vehicles, from stocks and ETFs to emerging markets, and real estate stocks
- Analyze stocks, companies, and sectors to determine the most attractive investments
- Define and manage a personal or corporate financial investment portfolio

#### Risk management in investment

- Determine the risks associated with various investments
- Evaluate current risk levels and determine acceptable levels
- Financial break-even analysis and how to use it to identify risks and opportunities.
- Analyze the risks of investing in stocks and how to mitigate them.
- Liquidity risk analysis and how to mitigate it.
- Risk prevention
- Risk management for bonds and fixed-income instruments.

#### Performance evaluation and results analysis

- Evaluating the performance of financial investments and following up on the results
- Analyzing financial data and indicators to evaluate the performance
- Evaluate investment risks and their impact on financial returns
- Determine expected financial returns and analyze previous returns

#### Trends and challenges in cash and investment management

- Challenges facing cash and investment management today
- New trends in cash and investment management

- Application of technology in cash and investment management
- Applying legislation and regulations in cash and investment management

#### Relationships and interactions in cash and investment management

- Interaction between cash management, investment, and external parties
- The relationship between cash management, investment, banks, and financial institutions
- The relationship between cash management, investment, investors, and customers
- The relationship between cash management, investment, government, and regulatory agencies

## Registration form on the Training Course: Cash and investment management

Training Course code: FI234993 From: 7 - 11 July 2025 Venue: Casablanca (Morocco) - New Hotel Training  
Course Fees: 4500 € Euro

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  
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to: Global Horizon  
3 Oudai street, Aldouki,  
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