



*Training Course:
Financial Analysis, Planning, and Control*

*17 - 21 November 2025
Casablanca (Morocco)
New Hotel*

Training Course: Financial Analysis, Planning, and Control

Training Course code: FI234662 From: 17 - 21 November 2025 Venue: Casablanca (Morocco) - New Hotel Training
Course Fees: 4500 € Euro

Introduction

The question of how to analyze a company's financials as well as how to secure effective planning and control has proven critical to various stakeholders, and yet controversial.

This course provides an insight into the key elements of financial analysis, planning, and control, that will allow participants to improve their financial analysis skills, be able to ask the relevant financial questions, and assess the real risks facing organizations and shareholders.

Furthermore, participants will feel more confident in planning, commenting on the performance and financial health of the organization. The ability to analyze the financial and risk aspects of the organizations requires technical knowledge and

Objectives

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

- Understand the use and importance of financial statements
- Use tools and techniques of financial analysis useful in decision making
- Understand the use of the budgetary and control techniques
- Understand standards, flexed budgets, and variance analysis
- Know how to use variance analysis results to improve operational performance
- Consider the Application of Discounted Cash Flow DCF methods
- Undertake effective analysis of capital investment projects using various techniques
- Understand how corporate value and shareholder value are enhanced
- Understand why corporate restructuring through mergers and acquisitions is important

Process

- Illustration of key terms and concepts
- Preparation and discussion of practical examples, including mini cases
- The course will have both a theoretical and practical framework with real examples drawn from actual

companies, local and international

- Activities and Break-out groups

Target Audience

The program is ideal for:

- Financial officers, controllers, and accountants
- Treasurers, corporate planning, and business development professionals
- Sales and marketing professionals
- Managers of any departments/function who can benefit from an understanding of the financial aspects of analysis, planning, and control
- Middle and junior management as a useful element in their career advancement

Outline

Day 1

- Corporate value and shareholder value
- The agency problem and corporate governance
- The context of financial analysis and decision-making

Day 2

- Ratio analysis and business performance
- Economic Value Added EVA and predicting financial distress

Day 3

- Standard costing and variance analysis
- Cash forecasts and cash budgets and sensitivity analysis

Day 4

- Net Present Value NPV and Internal Rate of Return IRR
- Modified Internal Rate of Return MIRR

Day 5

- Business valuation
- Business Restructuring and Reorganisations

Registration form on the Training Course: Financial Analysis, Planning, and Control

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