



*Training Course:
Understanding of financial analysis*

*17 - 21 August 2026
Casablanca (Morocco)*

Training Course: Understanding of financial analysis

Training Course code: FI2057 From: 17 - 21 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

This seminar brings together important areas of financial management, planning, and control: Financial Analysis, Planning, and Control; Setting & Controlling Budgets. It will help business professionals:

- Plan more effectively for the future
- Use the financial techniques of planning and control
- Improve performance from the use of the tools of financial analysis
- Link planning and budgeting with costing and performance measurement
- Master the skills of budgetary and cost control

Objectives

The seminar provides delegates with the knowledge required to find better answers to questions such as:

- Which specific variables, relationships, and trends are likely to be helpful in analyzing problems?
- How reliable are available financial data, and how are uncertainty and risk likely to impact on the outcomes of decisions?
- In economic and financial analysis what are the implications and relative importance of cash flow as distinct from accounting profit?
- What limitations are inherent in financial data and the key financial statements, and how will these affect the financial analysis?
- How important are qualitative judgments in the context of decision-making?

and to focus on key issues such as:

- Understand strategic planning and budgeting.
- Link finance and operations for budgeting purposes and strategy execution
- Learn how to build a comprehensive performance measurement system
- Learn costing and budgeting terminology used in business

- Understand the importance of a well-defined costing and budgeting process
- Understand cost behavior more accurately
- Be able to perform and interpret variance analysis

Target Audience

- Finance managers and financial controllers
- Budgeting and planning professionals
- Financial analysts and business analysts
- Management accountants and cost accountants
- Senior accountants and finance executives
- Department managers involved in budgeting and performance management
- Professionals responsible for strategic planning and financial decision-making
- Internal auditors and performance management professionals
- Business owners and executives seeking stronger financial planning skills
- Professionals aiming to improve budgeting, forecasting, and financial analysis capabilities

Outline

Day 1: Financial Analysis & Economic Decision-Making

- The challenge of financial economic decision-making
- Financial-economic analysis practices
- Corporate value and shareholder value
- Strategic positioning and competitor benchmarking
- Corporate governance and agency problem
- Nature of financial statements
- Financial analysis in decision-making context

Day 2: Business Performance & Financial Planning

- Ratio analysis and business performance
- Management, owners, and lenders perspectives
- Dupont analysis system
- Economic Value Added EVA
- Predicting financial distress
- Financial projections and operating budgets
- Cash forecasts and cash budgets
- Financial growth plans and modeling

Day 3: Investment Decisions & Financial Strategy

- Net Present Value NPV and Internal Rate of Return IRR
- Equivalent Annual Cost EAC and MIRR
- Sensitivity and scenario analysis
- Managing risk and uncertainty
- Shareholder value creation
- Business valuation and restructuring

- Financial strategy in acquisitions and reorganizations
- MBOs and MBIs

Day 4: Budgeting Framework & Cost Analysis

- Strategic and financial planning
- Financial vs managerial accounting
- Linking strategy, budgeting, costing, and performance measurement
- SWOT and PESTEL analysis
- Budgeting framework and budgeting process
- Top-down vs bottom-up budgeting
- Incremental vs zero-based budgeting
- Cost behavior and breakeven analysis
- Contribution margin and activity-based costing

Day 5: Budgetary Control & Performance Measurement

- Budget variance analysis
- Static vs flexible budgets
- Standard costing and variance analysis
- Continuous improvement in variance analysis
- Advantages and limitations of budgeting
- Beyond budgeting concepts
- Balanced Scorecard methodology
- Financial, customer, internal process, and learning perspectives
- Linking strategy to budgeting and performance measurement
- Case studies and practical exercises

Registration form on the Training Course: Understanding of financial analysis

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