



*Conference:  
Mini MBA: Accounting & Finance*

*2 - 13 August 2026  
Istanbul (Turkey)  
DoubleTree by Hilton Istanbul Esentepe*

## Conference: Mini MBA: Accounting & Finance

Conference code: CO234607 From: 2 - 13 August 2026 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe  
Conference Fees: 10300 € Euro

### Introduction

This conference offers an MBA-level overview of finance, accounting, risk management, and corporate governance. It explores internal financial functions, capital markets, and decision-making under uncertainty. Participants learn financial tools, data analysis, and strategic planning through case studies and practical techniques. The program is ideal for high-potential learners seeking advanced insights. Additional resources and takeaways support on going learning.

### Objectives

- Specify the exact nature and scope of corporate financial reporting
- Identify and criticize specific concepts, rules, and procedures are in place for corporate financial reporting
- Understand multiple interpretations of financial statements via IFRS, FAS, SEC, etc
- Integrate risk management and corporate governance
- Understand the content of and relationships between financial statements income statement, balance sheet, and statement of cash flows
- Understand how to use financial statements to evaluate the financial performance of an organization
- Understand discounted cash flow DCF techniques and their application to financial decision making
- Understand the budgeting process, including performance evaluation
- Understand cost behavior and its impact on management decisions
- Learn how to communicate and to question financial information effectively

### Target Audience

- Finance Managers and Senior Financial Analysts
- Accountants and Senior Accountants
- Auditors Internal and External
- Risk Management Professionals
- Corporate Governance Officers and Compliance Managers
- Financial Controllers and CFO-level professionals
- Investment Analysts and Corporate Finance Professionals
- Budgeting and Planning Specialists
- Treasury and Working Capital Management Professionals

- Professionals involved in financial reporting and IFRS application
- Business Managers responsible for financial decision-making
- Professionals seeking MBA-level knowledge in finance, accounting, and corporate governance
- Graduates and high-potential learners aiming to advance their financial and managerial expertise
- Anyone involved in financial analysis, performance evaluation, and strategic financial planning

## Outlines

### Day 1: Accounting: An introduction

- What is accounting?
- What forms can accounting take
- Definition and importance of profit
- Decision scenarios explored
- Funding business operations
- Who is interested in profit?
- Cash vs. Accrual accounting
- Cash flow forecasting and improvement
- Accounting policies are chosen by companies
- Accounting standards

### Financial Statements, Accounting Policies, and Reporting Standards

#### Day 2: Income Statement - basic components

- Revenues & the questions
- Direct/variable/product costs
- Indirect/fixed/period costs
- Mixed costs
- Non-cash deductions: the what, the why & the how
  - Depreciation: various methods explored
  - Amortization: impairment test
  - Depletion: when & how
- The difference between profit and cash

- A closer look at costs and expenses
- Profit calculations
- Summarizing profit statements and extracting the key figures

#### Balance Sheet

- Assets - current & long term
- Liabilities - current & long term
- Equity - components
- Capital employed - options
- Managing the working capital cycle

#### Cash Flow Statement

- Operating sources/uses
- Investing sources/uses
- Financing sources/uses

#### Day 3: Making and Communicating Decisions using Budgets

- The master budget
- The budgeting as a planning tool, a control mechanism, a communications device & value creation
- Budgeting Sales to "drive" the correct budget
- Operating budget components
- Financial budget
- Pro Forma Financial Statements
- Cash Budgets
- Capital budget
- Interrelationship of Financial Projections
- Dynamics and Growth of the Business System - a model review
- Flexible vs. traditional budgets - the pros & cons

- Variance analysis as a tool for improvement & communications
- Price and volume effects within variance analysis: state of the art

#### Day 4: Financial vs. Management Accounting: differences and similarities

- Objectives of Managerial Accounting
- Managerial Versus Financial Accounting:
- Role of the Managerial Accountant
- Financial accounting: what we show to the public
- Objectives of financial accounting
- Role of financial accountant
- Cost terminology: variable, fixed, controllable, non-controllable, incremental, sunk, opportunity, and relevant
- Cost behaviors in Cost-Volume-Profit scenarios: contribution margin and fixed costs
- Breakeven and targeted net income scenarios
- Cost/Benefit analysis

#### Day 5: Ultimatum Goal of Planning - Valuation, Business Performance & Decision Making

- Definitions of Value
- Responsibility centers: cost, profit, and investment
- Measuring responsibility center performance
- Segment reporting internally and externally
- Business Valuation from multiple perspectives
- Managing for Shareholder Value
- Shareholder Value Creation in Perspective
- Evolution of Value-Based Methodologies in planning and budgeting
- Creating Value in Restructuring and Combinations beyond planning and reporting- the case for real change!

#### Day 6: What is Finance & Working Capital - liquidity or bankruptcy

- Finance is a numbers game

- Yet finance is more than the numbers
- The three major components of finance
- Working capital WC defined
- Relationship to a current ratio
- Components of WC
- Inventory
- Accounts receivable
- Cash
- Accounts payable
- Notes payable
- The critical ratios to compute
- What should they be & why
- The questions to ask
- The answers you want

#### Day 7: Capital Structure - what it is & why it is important

- Equity capital - what it is
- Equity capital - calculating it costs/required rate of return
- Debt capital - what is it really
- Debt capital - calculating it costs/required rate of return
- Weighted Cost of Capital WACC - why it is so important
- Calculating your WACC
- When & how to use WACC
- Leverage: two-edged sword - defined
- Operating leverage - calculated
- Financial leverage - calculated
- Combined leverage - Wow! Look at the impact

#### Day 8: CAPEX - Analysis of Investment Decisions with What-if Risks

- Cash Flows and the Time Value of Money
- Discuss the capital project evaluation process
- Ideas for the future with a multiple time periods horizon
- Estimating cash flows within the business system
- Net present value NPV & Internal Rate of Return IRR as preferred methods
- Profitability Index PI & Modified Internal Rate of Return MIRR as reasonable alternatives
- Defining the approval criteria and review process
- Post-implementation audits of capital projects
- Refinements of Investment Analysis
- Dealing with Risk and Changing Circumstances - how do we explain?
- Cost of Capital and Return Standards
- Benchmarking Discount & Hurdle rates

#### Day 9: Risk Management as an integral part of Corporate Governance

- Understanding uncertainty and risk/opportunity
- Identifying strategic financial risks
- Identifying operational risks
- Identifying functional financial risks
- Assessing financial risks in each perspective
- Finding our personal risk profile appetite for risk
- Clarifying desired outcomes, expected outcomes, and actual outcomes
- Performance measures - the need for FRM/ERM
- Quantitative and qualitative risks
- Developing FRM/ERM strategy - do we need a CRO?
- Other risk issues to be concerned with: Joint ventures, alliances, product liability, environmental risk, outsourcing risk, growth risk, R&D risk, natural disasters, catastrophic risks, supply chain risk, reputation

risk, and psychology of risk among others

#### Day 10: Corporate Governance

- What is Corporate Governance?
- Corporate Governance environment
- The relevance of Corporate Governance
- Perspectives on Corporate Governance
  - Shareholders vs. Stakeholders
  - Voluntary vs. Enforcement
  - 1-tier vs. 2-tier boards
  - Chairman/CEO duality
  - The independent director
- Corporate Governance models
- Structure & practices
- Emerging trends in Corporate Governance
- Principal-Agent theory and applications
- Independence in fact versus appearance

## Registration form on the Conference: Mini MBA: Accounting & Finance

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