



*Training Course:
Methodology for Evaluating the Real Worth of
Organizations*

*21 December 2026 - 1 January 2027
Casablanca (Morocco)*

Training Course: Methodology for Evaluating the Real Worth of Organizations

Training Course code: FI9155 From: 21 December 2026 - 1 January 2027 Venue: Casablanca (Morocco) - Training Course
Fees: 7350 € Euro

Introduction

This program provides advanced business analysis tools to evaluate the real economic worth of organizations. It goes beyond traditional financial analysis by incorporating strategic assets, financial performance, risk factors, and future value drivers into a holistic valuation framework.

Participants will learn how to analyze financial and non-financial information, compare organizations on a "like-for-like" basis, and interpret results across different accounting systems, regulatory environments, and international standards. The program also develops the ability to assess risk, identify value drivers, and make informed decisions based on reliable data sources.

Objectives

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

- Evaluate the real financial and strategic worth of organizations
- Analyze financial statements over multiple years
- Compare companies across industries and countries on a consistent basis
- Identify and interpret financial and non-financial data sources
- Assess profitability, liquidity, solvency, and cash flow performance
- Understand the impact of inflation, currency fluctuations, and economic changes
- Apply different valuation approaches book value, market value, replacement cost
- Recognize accounting policies and their impact on financial results
- Assess risks, uncertainties, and future performance indicators
- Understand international accounting standards and regulatory frameworks
- Evaluate corporate governance and reporting requirements

Target Audience

This program is designed for:

- Financial analysts and business analysts
- Investment professionals and valuation experts
- Corporate finance managers
- Auditors and accounting professionals
- Strategy and business development professionals
- Risk management professionals
- Mergers & acquisitions and corporate planning teams
- Anyone involved in financial evaluation and decision-making

Outline

Day 1: Introduction to Business Analysis & Real Worth

- Concept of real organizational value
- Financial vs strategic value
- Sources of financial and non-financial data
- Understanding key analysis challenges
- Like-for-like comparison concept

Day 2: Financial Statements & Interpretation

- Income statement, balance sheet, cash flow
- Multi-year performance analysis
- Key financial ratios
- Profitability, liquidity, and solvency analysis
- Cash flow vs profit analysis

Day 3: Group Structures & Going Concern Analysis

- Subsidiaries and group companies
- Intra-group transactions
- Going concern concept
- Retained earnings and capital gains
- Consolidation basics

Day 4: Asset Valuation Methods

- Historical cost vs market value
- Replacement cost valuation
- Current Cost Accounting CCA
- Current Purchasing Power CPP
- Asset revaluation concepts

Day 5: Depreciation & Inventory Valuation

- Depreciation methods and impact
- Inventory valuation techniques
- Cost vs market valuation
- Accounting policy choices
- Impact on financial results

Day 6: Accounting Principles & Prudence

- Prudence concept in accounting
- Revenue recognition rules
- Expense and liability recognition
- Aggressive vs conservative accounting
- Materiality in financial reporting

Day 7: International Accounting Standards

- IFRS vs GAAP overview
- FASB, IASC frameworks
- Differences in global reporting standards

- Legal and regulatory influences
- Audit and disclosure requirements

Day 8: Corporate Reporting & Governance

- Annual reports and disclosures
- Corporate governance frameworks
- Audit committee roles
- Stock exchange requirements
- Compliance and regulatory reporting

Day 9: Risk Analysis & Future Performance

- Financial and operational risks
- Inflation and currency risks
- Future performance indicators
- Scenario and uncertainty analysis
- Risk factors in valuation

Day 10: Data Sources & Final Evaluation

- Financial and non-financial data sources
- Annual reports and auditor reports
- Strategic plans and regulatory filings
- Interpretation of corporate information
- Integrated business valuation case study

Registration form on the Training Course: Methodology for Evaluating the Real Worth of Organizations

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