



*Training Course:
Cash and investment management*

*13 - 17 July 2026
Casablanca (Morocco)*

Training Course: Cash and investment management

Training Course code: FI234993 From: 13 - 17 July 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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

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

Day 1: Introduction to 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

Day 2: Liquidity Management and Financial Instruments

- 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

Day 3: Investment Analysis and Portfolio Management

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

Day 4: Risk Management in Investments

- Risk management in investment
- Determine risks associated with various investments
- Evaluate and define acceptable risk levels
- Financial break-even analysis and its role in identifying risks and opportunities
- Stock investment risk analysis and mitigation strategies
- Liquidity risk analysis and mitigation

- Risk management for bonds and fixed-income instruments
- Risk prevention techniques

Day 5: Performance, Trends, and Market Environment

- Performance evaluation and results analysis
- Evaluating investment performance and financial outcomes
- Analyze financial data and indicators for performance assessment
- Determine expected returns and analyze historical returns
- Trends and challenges in cash and investment management
- Application of technology in cash and investment management
- Legislative and regulatory frameworks
- Relationships between cash management, investment, banks, investors, customers, and regulators

Registration form on the Training Course: Cash and investment management

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