



*Training Course:
Accounting, Decision Making & Financial
Communication*

*8 - 19 March 2027
Casablanca (Morocco)*

Training Course: Accounting, Decision Making & Financial Communication

Training Course code: FI2027 From: 8 - 19 March 2027 Venue: Casablanca (Morocco) - Training Course Fees: 7350 € Euro

Introduction

This course provides a practical MBA-level overview of accounting, budgeting, financial analysis, and decision-making. Participants will develop essential financial and cost management skills required to interpret financial statements, manage budgets, analyze business performance, and support strategic decision-making. Through practical exercises and real case studies, the course explains key accounting and financial concepts and their application in planning, control, and organizational performance improvement.

Objectives

This course will help you learn how to:

- 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 how profit margin, asset utilization, and financial leverage are used by managers to maximize the return to investors
- Understand the budgeting process, including performance evaluation
- Understand cost behavior and its impact on management decisions
- Understand the need for and the methods used to allocate overhead
- Communicate and to question financial information effectively

Target Audience

- Finance and Accounting Professionals
- Financial Analysts and Budget Officers
- Management Accountants and Cost Accountants
- Business Managers and Department Heads
- Project Managers and Operations Managers
- Executives and Decision-Makers involved in budgeting and financial planning
- Non-financial Managers seeking stronger financial and accounting knowledge
- Internal Auditors and Performance Management Professionals
- Professionals involved in financial reporting and business analysis
- Team Leaders and Supervisors responsible for cost control and budgeting

- High-potential professionals seeking MBA-level understanding of accounting, budgeting, and financial communication
- Individuals aiming to improve financial decision-making, planning, and performance evaluation skills

Outlines

DAY 1 - Introduction to Accounting and Financial Concepts

- What is accounting?
- Forms and functions of accounting
- Importance of profit in business
- Decision-making scenarios
- Funding business operations
- Stakeholders interested in financial information
- Cash vs. accrual accounting
- Accounting policies and standards

DAY 2 - Understanding Financial Statements

- Income statement components
- Revenue and expense recognition
- Direct, indirect, fixed, and variable costs
- Mixed costs and non-cash deductions
- Depreciation, amortization, and depletion
- Difference between profit and cash flow
- Profit calculations and analysis

DAY 3 - Balance Sheet and Cash Flow Management

- Balance sheet structure and components
- Current and long-term assets
- Liabilities and equity components
- Capital employed concepts
- Managing working capital
- Cash flow statement analysis
- Operating, investing, and financing cash flows

DAY 4 - Budgeting Fundamentals and Financial Planning

- Introduction to budgeting
- The master budget
- Budgeting as a planning and control tool
- Sales and operating budgets
- Financial and capital budgets
- Cash budgets
- Pro forma financial statements

DAY 5 - Budgetary Control and Variance Analysis

- Flexible vs. traditional budgets
- Interrelationship of financial projections

- Variance analysis techniques
- Price and volume variances
- Budget performance evaluation
- Budgeting for value creation
- Communicating financial results effectively

DAY 6 - Financial and Management Accounting

- Financial vs. management accounting
- Objectives of managerial accounting
- Role of managerial accountants
- Financial accounting and reporting objectives
- Role of financial accountants
- Internal vs. external reporting requirements

DAY 7 - Cost Behavior and Cost Management

- Cost terminology and classifications
- Variable, fixed, controllable, and relevant costs
- Opportunity and sunk costs
- Cost behavior analysis
- Contribution margin concepts
- Cost-Volume-Profit CVP analysis
- Break-even and target profit analysis

DAY 8 - Financial Decision-Making and Performance Evaluation

- Cost-benefit analysis
- Responsibility centers
- Measuring responsibility center performance
- Segment reporting
- Performance measurement systems
- Financial and operational performance evaluation

DAY 9 - Business Valuation and Shareholder Value

- Definitions and concepts of value
- Business valuation approaches
- Managing for shareholder value
- Value-based management methodologies
- Shareholder value creation strategies
- Strategic financial decision-making

DAY 10 - Strategic Planning and Business Performance Improvement

- Planning and budgeting integration
- Financial communication and reporting
- Value creation through restructuring and combinations
- Improving business performance through financial analysis
- Strategic planning and control techniques
- Final case studies and practical applications

Registration form on the Training Course: Accounting, Decision Making & Financial Communication

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

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