



*Training Course:
Finance for Managers*

*24 May - 4 June 2027
Casablanca (Morocco)*

Training Course: Finance for Managers

Training Course code: FI1016 From: 24 May - 4 June 2027 Venue: Casablanca (Morocco) - Training Course Fees: 7350 € Euro

Introduction

Finance and Capital along with Management and Staff are the lifeblood of any business.

This program focuses on the advanced skills necessary for making sound financial decisions in an increasingly competitive, volatile and global market. Skills and decisions which will enable your company to remain competitive, minimize costs, maximize revenues and also reduce/control risk.

The program, therefore, focuses on the key areas and skills required:

- Financial Planning and Control:- devising and controlling financial plans fit for the future
- Corporate Finance and Financial Engineering:- how to finance the business
- The Cost of Capital and Capital Investment Appraisal:- calculating and controlling the cost of capital using WACC and CAPM and maximizing the Return on Capital and minimizing risk by evaluating potential projects using the latest techniques
- Financial Analysis:- evaluate financial data in order to:
 - Assess past performance
 - Identify business Strengths, Weaknesses, Opportunities and Threats
 - Improve Decision Making
 - Implement and Evaluate Performance Measures
 - Aid the Strategic Planning Process
- Business Valuation - Mergers & Acquisition Decisions

Objectives

As a result of attending this Programme, participants will:

- Develop the Essential Advanced Skills of Financial Forecasting Budgeting and Control using Excel® and the latest software to develop various forecasting models including Time Series Models, Exponential Smoothing, Regression and Correlation Analysis
- Analyze complex capital investment and financing decisions and provide recommendations for action using appropriate discount rates based on WACC and CAPM by applying Payback, ARR, NPV, Discounted Payback, IRR and MIRR using Excel® including where capital is rationed/limited
- Identify the key success factors/critical factors in their industry/division to evaluate current and future

- market/competitive trends in order to identify future Opportunities and Threats
- Conduct advanced financial analysis using Excel® and the very latest techniques/methods that result in developing financial strategies and plans
- Conduct company valuations with a focus on merger and acquisition decisions

Target Audience

- Senior managers and executives involved in financial decision-making
- Finance managers, financial controllers, and treasury professionals
- Corporate finance and investment professionals
- Financial analysts and business analysts
- Project and strategic planning managers
- Investment appraisal and capital budgeting specialists
- Management accountants and budgeting professionals
- Risk management and internal audit professionals
- Corporate planners and strategy consultants
- Entrepreneurs and business owners focused on financial growth and valuation
- Professionals involved in mergers, acquisitions, and restructuring

Outlines

DAY 1: Financial Planning Fundamentals

- Financial Management & Financial Planning: scope, role & responsibilities
- Preparing a Financial Plan Master Budget
- Forecasting future cash flows
- Time series analysis
- Financial modelling basics

DAY 2: Advanced Forecasting Techniques

- Correlation & Regression
- Sensitivity / What-if analysis
- What-if analysis combined with DuPont analysis
- Financial planning models and decision support

DAY 3: Corporate Finance & Financial Engineering

- Corporate finance overview
- Equity vs debt financing
- Evaluating impact of financing decisions
- Money market instruments & bonds
- Financial engineering concepts
- Structured finance tools for raising capital

DAY 4: Dividend Policy & Cost of Capital

- Dividend decision pay or retain earnings
- Cost of capital
- Weighted Average Cost of Capital WACC
- Capital Asset Pricing Model CAPM

- Impact of financing structure on value

DAY 5: Capital Investment Appraisal

- Capital investment process
- Payback method
- Accounting Rate of Return ARR
- Net Present Value NPV
- Internal Rate of Return IRR
- Capital rationing
- Asset replacement decisions

DAY 6: Financial Analysis Fundamentals

- Role of financial analysis in decision making
- Key success factors in industries
- Financial performance review vs targets
- Variance analysis
- Performance measurement systems

DAY 7: Ratio Analysis & Performance Evaluation

- Ratio analysis profitability, liquidity, leverage, efficiency
- DuPont analysis
- Financial modelling techniques
- Altman Z-score and risk prediction models
- Financial distress analysis

DAY 8: Strategic & Non-Financial Analysis

- SWOT analysis
- PEST analysis
- Porter's five forces
- Integration of financial & non-financial analysis
- Case study analysis using Excel

DAY 9: Business Valuation

- Business valuation methods
- Definitions of value
- Value to investor vs shareholder
- Value-based methodologies
- Valuation for decision making

DAY 10: Mergers, Acquisitions & Restructuring

- Value creation in mergers & acquisitions
- Business restructuring & reorganizations
- Management buy-outs MBOs
- Management buy-ins MBIs
- Strategic value creation in corporate combinations

Registration form on the Training Course: Finance for Managers

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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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or training@gh4t.com

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3 Oudai street, Aldouki,
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