

# € TRAINING

Financial Analysis, Planning & Controlling  
Budgets

A group of four smiling business professionals (two men and two women) in a meeting room. They are wearing white shirts. The woman in the foreground is wearing a black top and a necklace. The background is blurred, showing a modern office environment.

16 - 27 December 2024  
Casablanca (Morocco)  
New Hotel



# Financial Analysis, Planning & Controlling Budgets

REF: C698 DATE: 16 - 27 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 7295 Euro

## Introduction:

This course brings together important areas of financial management, planning, and control

It provides an understanding of the various aspects of an organization from a calculative aspect to other related practices in the organization. The key element of the course is the focus on the practical application of financial models and analysis, which are used to assess the strategic and operational positions of the organization.

## Conference Objectives:

At the end of this conference the participants will be able to:

- Understand strategic planning and budgeting.
- Link finance and operations for budgeting purposes and strategy execution.
- Learn how to build a comprehensive performance measurement system.
- Learn costing and budgeting terminology used in business.
- Understand the importance of a well-defined costing and budgeting process.
- Understand cost behavior more accurately.

## Targeted Audience:

- Project Management
- Financial Analysts
- Financial Controllers
- Accountants
- Treasurers
- Corporate Planning
- Also, this course is suitable for all management levels among the organization

## Conference Outlines:

### Unit 1: The Challenge of Financial Economic Decision-Making:

- The practice of financial-economic analysis
- Corporate value and shareholder value
- A dynamic perspective of business Benchmarking your own strategic position/competitor analysis
- The agency problem and corporate governance
- What information and data to use?
- The nature of financial statements
- The context of financial analysis and decision-making

## Unit 2: Assessment of Business Performance:

- Ratio analysis and business performance
- Management's point of view
- Owners' point of view
- Lenders' point of view
- Ratios as a system - pyramids of ratios
- Integration of financial performance analysis - the Dupont system
- Economic value added EVA
- Predicting financial distress

## Unit 3: Projection of Financial Requirements:

- Interrelationship of financial projections
- Operating budgets
- Standard costing and variance analysis
- Cash forecasts and cash budgets
- Sensitivity analysis
- Dynamics and growth of the business system
- Operating leverage
- Financial growth plans
- Financial modeling

## Unit 4: Analysis of Investment Decisions:

- Applying time-adjusted measures
- Net present value NPV and internal rate of return IRR
- Strategic perspective
- EVA and NPV
- Refinements of investment analysis
- Equivalent annual cost EAC
- Modified internal rate of return MIRR
- Sensitivity analysis, scenario analysis, simulation, and NPV break-even
- Dealing with risk and changing circumstances

## Unit 5: Valuation and Business Performance:

- Managing for shareholder value
- Shareholder value creation in perspective
- Evolution of value-based methodologies
- Creating value in restructuring and combinations
- Financial strategy in acquisitions
- Business valuation
- Business restructuring and reorganizations
- Management buyouts MBOs and management buy-ins MBIs

## Unit 6: Strategic and Financial Planning:

- Financial VS Managerial Accounting
- Exploring the linkages between strategy, budgeting, costing, and performance measurement
- Understanding what strategic planning is and why it is important

- Mission; Vision; Strategy; Goals and Objectives
- The outside environment and the internal context: SWOT and PESTEL analysis
- What is happening in your company
- Looking for the drivers of value creation

### Unit 7: The Framework for Budgeting:

- What is a budget - why create a budget?
- The budgeting framework
- Various types of budgets
- The budgeting process and the human side of budgeting
- Sales forecasting and budgeting schedules
- What is the budgeting process in your company?
- Top-down VS Bottom-up budget
- Incremental VS Zero-Based

### Unit 8: Cost Analysis for Budgeting:

- What is costing? Defining costs
- Cost behavior - Fixed and variable
- Breakeven models - The Equation Method
- The contribution margin concept
- Direct and indirect costs
- Traditional VS Activity Based Costing
- Product VS period costs

### Unit 9: Budgeting - Controlling The Budget Variances:

- What is the situation in your organization?
- Is budgeting organized by department and/or projects?
- Budget variance analysis
- Describe the difference between a static budget and a flexible budget
- Compute flexible-budget variances and sales-volume variances
- Explain why standard costs are often used in variance analysis
- Integrate continuous improvement into variance analysis

### Unit 10: Beyond Budgeting: Broadening Performance Measurement Systems:

- Advantages and disadvantages of budgeting
- How to improve budgeting in your organization
- What next? Beyond the Budget
- The Balanced Scorecard: linking Strategy to budgeting to Performance Measurement
- Financial perspective, Customer perspective
- Internal Business Process perspective, Learning and growth perspective
- Developing and adapting the scorecard