

# € TRAINING

Financial Awareness



2 - 6 December 2024  
Casablanca (Morocco)  
New Hotel



# Financial Awareness

REF: F1253 DATE: 2 - 6 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program aims to enhance financial awareness by providing participants with essential knowledge about financial concepts, tools, and practices. It covers fundamental principles of financial management, including budgeting, financial statements, and key metrics used in evaluating financial health. It empowers participants to make informed financial decisions and understand their impact on both personal and organizational levels.

## Program Objectives:

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

- Understand basic financial concepts and terminology.
- Interpret financial statements and assess financial performance.
- Apply budgeting techniques to manage personal and organizational finances.
- Recognize key financial metrics and their implications.
- Make informed financial decisions based on financial analysis.

## Targeted Audience:

- Managers and team leaders.
- Employees seeking to improve their financial literacy.
- Small business owners.

## Program Outline:

### Unit 1:

#### Introduction to Financial Concepts:

- Basic financial terminology and principles.
- Overview of financial management.
- The importance of financial awareness in personal and professional contexts.
- Key financial statements: Balance Sheet, Income Statement, Cash Flow Statement.

- Financial metrics and ratios.

## Unit 2:

### Understanding Financial Statements:

- Components of financial statements.
- How to read and interpret financial statements.
- Analyzing financial performance using key ratios.
- Common financial pitfalls and how to avoid them.
- Case studies of financial statement analysis.

## Unit 3:

### Budgeting and Financial Planning:

- Basics of budgeting and financial planning.
- Developing a personal and organizational budget.
- Techniques for monitoring and controlling expenses.
- Setting and achieving financial goals.
- Tools and software for budgeting.

## Unit 4:

### Key Financial Metrics:

- Understanding and calculating key financial metrics: ROI, ROE, Profit Margins.
- The role of financial metrics in decision-making.
- Benchmarking and performance evaluation.
- Implications of financial metrics for strategy and operations.
- Practical examples and exercises.

## Unit 5:

### Making Informed Financial Decisions:



- The decision-making process in financial management.
- Evaluating investment opportunities and risks.
- The impact of financial decisions on overall financial health.
- Techniques for effective financial decision-making.
- Real-world scenarios and application.