

€ TRAINING

Managerial Accounting Essentials for Non
Financial Professionals



21 - 25 October 2024
Casablanca (Morocco)
New Hotel



Managerial Accounting Essentials for Non Financial Professionals

REF: F88 DATE: 21 - 25 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This training program introduces managerial accounting principles tailored for non-financial professionals, focusing on how to leverage accounting information for effective planning, decision-making, and control. It empowers participants to understand and apply key financial concepts, enhance their strategic decision-making capabilities, and contribute to organizational success through informed financial management.

Program Objectives:

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

- Understand fundamental managerial accounting concepts and their applications.
- Utilize accounting information for effective planning and budgeting.
- Analyze financial data to support strategic decision-making.
- Implement control mechanisms to monitor and improve organizational performance.
- Communicate financial insights effectively to support business decisions.

Targeted Audience:

- Project Managers.
- Operations Managers.
- Marketing Professionals.
- Product Managers.
- Business Unit Leaders.

Program Outline:

Unit 1:

Introduction to Managerial Accounting:

- Overview of managerial accounting and its role in business.
- Key differences between managerial and financial accounting.

- Understanding financial statements and their components.
- The importance of cost behavior and cost analysis.
- Practical examples of managerial accounting in decision-making.

Unit 2:

Cost Analysis and Budgeting:

- Types of costs: fixed, variable, and mixed.
- Cost allocation methods and their applications.
- Budget preparation and variance analysis.
- Techniques for cost estimation and forecasting.
- Case studies on effective budgeting and cost management.

Unit 3:

Performance Measurement and Control:

- Establishing performance metrics and key performance indicators KPIs.
- Techniques for performance measurement and control.
- Analyzing performance reports and addressing variances.
- Implementing control systems to improve operational efficiency.
- Examples of performance management in various industries.

Unit 4:

Decision-Making and Financial Analysis:

- Methods for analyzing financial data for decision-making.
- Cost-volume-profit CVP analysis and its applications.
- Evaluating investment decisions and capital budgeting.
- Understanding break-even analysis and margin of safety.

Unit 5:

Communication and Reporting:

- Techniques for effective communication of financial information.
- Preparing and presenting financial reports to non-financial stakeholders.
- Using accounting data to support strategic planning and decision-making.
- Best practices for reporting and visualizing financial information.
- Practical exercises on creating and presenting financial reports.