

€ TRAINING

Managerial Accounting for Strategic Planning
and Control

A group of four smiling business professionals (two men and two women) are seated at a table in a meeting room. They are all wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is a bright, modern office environment.

9 - 20 December 2024
Casablanca (Morocco)
New Hotel



Managerial Accounting for Strategic Planning and Control

REF: F1309 DATE: 9 - 20 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

Introduction:

This training program delves into how managerial accounting facilitates strategic planning, informed decision-making, and effective control within organizations. Through it, participants will explore how to leverage accounting information to optimize performance and drive business success.

Program Objectives:

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

- Utilize managerial accounting principles for effective planning.
- Apply cost analysis to support decision-making.
- Implement control measures to manage performance.
- Interpret financial data to guide strategic decisions.
- Enhance decision-making processes through accurate accounting information.

Target Audience:

- Financial Managers.
- Accountants.
- Business Analysts.
- Operations Managers.
- Strategic Decision-Makers.

Program Outline:

Unit 1:

Foundations of Managerial Accounting:

- Overview of managerial vs. financial accounting.
- Key concepts: cost behavior, cost allocation.
- Role of managerial accounting in decision support.

- Understanding financial statements for management.
- Importance of accurate costing in planning.

Unit 2:

Cost Analysis and Budgeting:

- Types of costs: fixed, variable, and mixed.
- Cost-volume-profit analysis and break-even analysis.
- Budget preparation and variance analysis.
- Forecasting techniques for effective budgeting.
- Aligning budgets with organizational goals.

Unit 3:

Performance Measurement and Control:

- Key performance indicators KPIs and their applications.
- Performance measurement techniques and tools.
- Control mechanisms for managing performance.
- Analyzing variance reports and implementing corrective actions.
- Integrating performance control with strategic planning.

Unit 4:

Decision Making Techniques:

- Cost analysis for pricing and product decisions.
- Relevant costing for decision-making.
- Capital budgeting techniques: NPV, IRR.
- Decision models for investment and resource allocation.
- Strategic implications of managerial accounting data.

Unit 5:

Strategic Planning and Management Control:

- Role of managerial accounting in strategic planning.
- Techniques for aligning financial data with strategic goals.
- Implementing management control systems.
- Case studies on effective management control practices.
- Enhancing strategic decision-making through managerial insights.