

€ TRAINING

Essentials of Budgeting and Business
Finance



29 July - 2 August 2024
Casablanca (Morocco)
New Hotel



Essentials of Budgeting and Business Finance

REF: F175 DATE: 29 July - 2 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This training program delves into the core principles of budgeting and business finance, equipping participants with the essential tools and techniques needed to manage financial resources effectively. It empowers them to create, manage, and analyze budgets, ensuring sound financial planning and decision-making within their organizations.

Program Objectives:

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

- Understand the fundamentals of budgeting and financial management.
- Develop and implement effective budgets that align with business goals.
- Analyze financial statements to make informed decisions.
- Manage cash flow and working capital efficiently.
- Apply financial principles to enhance organizational performance.

Targeted Audience:

- Financial Managers.
- Budget Analysts.
- Business Owners.
- Accountants.
- Managers involved in financial planning and budgeting.

Program Outline:

Unit 1:

Fundamentals of Budgeting and Financial Planning:

- Introduction to budgeting concepts and terminology.
- The role of budgeting in business strategy.
- Steps in the budget preparation process.

- Types of budgets and their applications.
- Aligning budgets with organizational goals.

Unit 2:

Developing and Managing Budgets:

- Techniques for preparing accurate and realistic budgets.
- Tools for monitoring and controlling budget performance.
- Variance analysis and corrective actions.
- Rolling budgets and forecasting.

Unit 3:

Financial Statement Analysis for Budgeting:

- Overview of financial statements and their components.
- Key financial ratios and their relevance to budgeting.
- Analyzing income statements, balance sheets, and cash flow statements.
- Using financial data to inform budgeting decisions.
- Practical exercises in financial statement analysis.

Unit 4:

Cash Flow Management and Working Capital:

- Importance of cash flow in business operations.
- Techniques for managing cash flow and working capital.
- Cash flow forecasting and planning.
- Strategies for improving cash flow.
- Case studies on effective cash flow management.

Unit 5:

Applying Financial Principles to Business Finance:



- Cost management and control.
- Break-even analysis and its role in decision-making.
- Capital budgeting and investment appraisal techniques.
- Financing options and their impact on business finance.
- Best practices in financial management for business growth.