

# € TRAINING

Financial Strategy & Accounting Skills



29 July - 9 August 2024  
London (UK)  
Landmark Office Space



# Financial Strategy & Accounting Skills

REF: C476 DATE: 29 July - 9 August 2024 Venue: London (UK) - Landmark Office Space Fee: 8775 Euro

## Introduction:

This conference provides an understanding of the essential fundamentals of corporate finance, strategy, financial management, budgeting and costing. Contemporary practical examples are presented together with the theoretical principles to make the theory come to life. The overriding objective of this conference is to present a number of integrated and powerful principles and best practices to help develop analytical skills and the decision-making capacity of the participants.

## Conference Objectives:

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

- Use and evaluate the various techniques of capital investment appraisal.
- Develop appropriate financial strategies.
- Relate financial strategy to business strategy.
- Effectively manage cash and working capital to reduce costs and improve cash flow.
- Master traditional techniques and recent best practices.
- Link finance and operation for budgeting purposes and strategy execution.
- Understand and manage an efficient costing system.
- Learn how to build a comprehensive performance measurement system.

## Targeted Audience:

- Finance Executive and Financial Professionals involved in the development and delivery of financial strategy
- Junior Executives and Financial Professionals seeking career advancement and development
- Senior and Experienced Professionals and Finance Professionals seeking either CPD or a valuable and stimulating "refresher"

## Conference Outlines:

### Unit 1: Financial Strategy and Corporate Behaviour:

- Corporate Objectives and Financial Strategy.
- Financial Statements - Analysis and interpretation Part 1.
- Risk and Company Financing.
- Cost of Equity and Debt Capital.
- Agency Theory.
- Corporate Governance.
- Financial Statements and regulation.

## Unit 2: Financial Strategy and Stages of Corporate Development:

- Financial analysis - Analysis and interpretation Part 2.
- Strategic Development - Analytical Techniques.
- Du Pont Analysis.
- The Business Life Cycle.
- Capital Structure and Weighted Average Cost of Capital WACC.
- Dividend Policy.
- Cash & Working Capital.
- Working capital ratios.
- Z scores & Credit Ratings.

## Unit 3: Costs & Value Management:

- Cost and Value.
- Cost Analysis and control.
- Strategic approaches to cost reduction and cost management.
- Cost Structure and breakeven.
- New theories and practices in cost analysis. control and management.
- Value management.
- Value-based pricing.
- The value chain.
- Financial strategy and integrated cost/value analysis.

## Unit 4: Budgeting, Planning, and Business Strategy:

- Strategy models.
- Business Strategy related to financial strategy.
- Planning and budgeting models.
- Linking budgets to business and financial strategy.
- Build Managing.
- Delegating budgets effectively.
- Beyond Budgeting.

## Unit 5: Capital Investment Decisions:

- Discounted Cash Flow DCF.
- Evaluating Capital Investment Projects.
- Comparison of Alternative Methods of Investment Appraisal.
- Capital Budgeting.

## Unit 6: Restructuring, Reorganisations, Mergers, and Acquisitions:

- Reasons and Justifications for Mergers and Acquisitions.
- Share Valuation Models and Financing Acquisitions.
- Financial Strategy in Acquisitions and Takeover Bid Defences.
- Business Restructuring and Reorganisations.

## Unit 7: Management and Financial Accounting: Key Concepts and Terminology:

- Identify the major differences and similarities between financial and managerial accounting.
- Understand the role of management accountants in an organization.
- Linking strategy to planning and costing.
- The key role of budgeting and cost control in contemporary organizations.
- Towards a cross-functional process-view of the organization.
- Understand your processes: integrating financial and non-financial aspects.
- Understanding Financial Statements.
- Video, Examples & Discussions.

## Unit 8: Cost Analysis:

- What is costing?
- Cost concepts and terminology.
- Different costs for different purposes.
- Fixed Vs Variable costs: the Cost-Volume-Profit analysis model.
- Contribution Margin analysis.
- Manufacturing vs. non-manufacturing costs.
- Period Vs. Product costs: inventory evaluation and control.
- Case study.

## Unit 9: Traditional vs. Advanced Techniques in Cost-Control:

- Under-costing and over-costing: the consequences for profitability.
- How to refine a costing system?
- Indirect Vs. Direct costs.
- Traditional Cost Allocations systems Vs. Activity-Based Costing.
- Cost hierarchy & Cost drivers.
- Linking resources, activities, and management.
- Introducing Activity-Based Budgeting and Management.
- Video, Case Study, and Examples.

## Unit 10: Budgeting: Flexible Budgets and Variance Analysis:

- The role of budgeting.
- Define the master budget and explain its major benefits to an organization.
- Describe the difference between a static budget and a flexible budget.
- Compute flexible-budget variances and sales-volume variances.
- Discuss the behavioral implication of budgeting.
- The budgeting process in your organization: how to improve it?
- Which tools shall we use to complement budgeting and costing?
- Problems, Case Study, and Exercises.

## Unit 11: Measuring Corporate Performance: The Balanced Scorecards and Six-Sigma:

- Broadening performance measurement systems.
- The key role of customer satisfaction and business process reengineering.
- Beyond budgeting: integrating financial and non-financial issues.
- Introducing Six-sigma.
- Video, Case Study and examples.