

€ TRAINING

Finance for Executives



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



Finance for Executives

REF: F1915 DATE: 29 July - 2 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This course is designed for executives who want to better understand finance and how it applies to their business operations. The course will cover key financial concepts and tools, including financial statements, budgeting, forecasting, and financial analysis.

Course Objectives:

At the end of this course, the participants will learn about:

- Understand the role of finance in business and how it supports decision-making
- Be able to read and interpret financial statements
- Learn key financial ratios and how to use them to analyze a company's financial health
- Understand budgeting and forecasting and how to use them to plan and measure performance
- Learn how to use financial analysis to identify and evaluate investment opportunities

Targeted Audience:

- Executives, managers, and other business professionals who want to improve their financial knowledge and skills.

Outlines:

Unit 1: Introduction to Finance and Financial Statements

- Introduction to finance and the role it plays in business
- Understanding financial statements income statement, balance sheet, cash flow statement
- Key financial ratios and how to use them to analyze a company's financial health
- Budgeting and forecasting
- Using financial statements and ratios to measure performance

Unit 2: Investment Analysis and Financing Decisions

- Identifying and evaluating investment opportunities
- Time value of money and discounted cash flow analysis
- Capital budgeting and investment decision-making
- Risk and return in investment decisions
- Working capital management and short-term financing decisions

Unit 3: Advanced Topics in Finance

- Long-term financing and the cost of capital
- International finance and currency risk management
- Corporate governance and ethical considerations in finance

- Financial strategy and performance management
- Review of key concepts and case studies

Unit 4: Finance in practice

- Financial statement analysis in practice
- Budgeting and Forecasting in practice
- Investment evaluation and decision-making in practice
- Financing in practice
- Financial performance management in practice

Unit 5: Final Review and Assessment

- Review of key concepts and course wrap-up
- Q&A session
- Group discussion
- Role-playing exercises