

€ TRAINING

Finance for Managers



12 - 16 August 2024
Casablanca (Morocco)
New Hotel



Finance for Managers

REF: F17 DATE: 12 - 16 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

Finance and Capital along with Management and Staff are the lifeblood of any business. This program focuses on the advanced skills necessary for making sound financial decisions in an increasingly competitive, volatile, and global market. Skills and decisions which will enable your company to remain competitive, minimize costs, maximize revenues, and also reduce/control risk.

Course Objectives:

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

- Develop the Essential Advanced Skills of Financial Forecasting Budgeting and Control using Excel and the latest software to develop various forecasting models including Time Series Models, Exponential Smoothing, Regression, and Correlation Analysis.
- Analyze complex capital investment and financing decisions and provide recommendations for action using appropriate discount rates based on WACC and CAPM by applying Payback, ARR, NPV, Discounted Payback, IRR and MIRR using Excel including where capital is rationed/limited.
- Identify the key success factors/critical factors in their industry/division to evaluate current and future market/competitive trends in order to identify future Opportunities and Threats.
- Conduct advanced financial analysis using Excel® and the very latest techniques/methods that result in developing financial strategies and plans.
- Conduct company valuations with a focus on merger and acquisition decisions.

Targeted Audience:

- Head of Departments
- Managers
- Finance Professionals who want to enhance their skills

Course Outlines:

Unit 1: Unit Financial Planning:

- Financial Management & Financial Planning - the Scope, Role & Responsibilities of Financial Management
- Preparing a Financial Plan - The Master Budget
- Forecasting Future Cash-flows
 - Time Series Analysis
 - Correlation & Regression
- Financial Modelling
- Sensitivity/What-If Analysis
- What-If Analysis combined with Du-Pont Analysis

Unit 2: Corporate Finance & Financial Engineering:

- Raising Finance using traditional sources of Equity & Debt
- Evaluating the impact of Equity & Debt finance

- Money Market Instruments & Bonds
- The Concept of Financial Engineering
- Raising finance, trading, and hedging using financial engineered instruments
- The Dividend Decision: - whether to pay dividends or not

Unit 3: The Cost of Capital & Capital Investment Appraisal:

- The Cost of Capital
 - Weighted Average Cost of Capital WACC
 - Capital Asset Pricing Model CAPM
- The Capital Investment Process
- Capital Investment Appraisal
- Payback
- Accounting Rate of Return ARR
- Net Present Value NPV
- Internal Rate of Return IRR
- Capital Rationing
- Asset Replacement Decisions
- Controlling the Cost of Capital and the use of Derivatives

Unit 4: Financial Analysis:

- The Role & Responsibilities of Financial Analysis and Management
- Identifying key success factors in your industry sector
- Financial review compared to targets and expectations and Variance Analysis
- Financial performance measurement systems
- Ratio Analysis to evaluate Profitability, Liquidity, Operations and Leverage
- Du-Pont Analysis and Financial Modelling
- Altman and Z scores: - quantitative models to assess risk
- SWOT, PEST & Porter: - incorporating non-financial analysis
- The Analysis and Evaluation of Case Studies using Excel to:
- Assess past performance
- Identify Strengths, Weaknesses, Opportunities, and Threats
- Improve Decision Making relating to future:
 - Divisional/Individual Performance
 - Capital Expenditure
 - Investment Opportunities
- Implement and Evaluate Performance Measures
- Aid the Strategic Planning Process

Unit 5: Valuation, Merger & Acquisitions:

- Business Valuation
 - Definitions of Value
 - Value to the Investor
 - Value to Shareholders
- Evolution of Value-Based Methodologies
- Creating Value in Restructuring and Combinations
- Business Valuation for Merger & Acquisition
- Business Restructuring and Reorganisations
- Management Buy-Outs and Management Buy-Ins