

# € TRAINING

Conference: Management, Finance,  
Services, Development and Project  
Management

1 - 5 July 2024  
Trabzon (Turkey)





# Conference: Management, Finance, Services, Development and Project Management

REF: C1829 DATE: 1 - 5 July 2024 Venue: Trabzon (Turkey) - Fee: 5850 Euro

## Introduction

Introduction to the conference:

What is meant by financial management is a continuous and organized process that includes many procedures, such as planning, organizing, directing, controlling and monitoring the use of current and future financial resources, and it means applying general financial principles to the various financial resources in the institution.

Financial management in institutions mainly aims to achieve an increase in the gross and operating profit margin, an increase in net profit, and a reduction in costs, in addition to obtaining the largest share of the market.

## Course Objectives

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

- Implement contemporary financial management strategies.
- Apply skills for financial analysis, planning and control.
- Match risk and return.
- Manage capital cash and marketable securities, receivables and credits, inventory, short-term financing.
- Prepare feasibility studies.
- Organize the capital budget.
- Gain proficiency in financial market operations skills.
- Absorb the issuance of new securities and the activities of investment banks.
- Make strategic financing decisions.
- Achieve Corporate restructuring.
- Understand international financial management processes.
- Enhance project performance and achieve business goals.
- Use the latest tools to analyze, evaluate and implement the project management office structure that suits the company and its development.
- Improve the benefits of setting up your project management office by effectively implementing the project office roadmap.

## Targeted Audience

- Managers and owners of government and private companies and establishments.
- Managers of internal audit departments in companies.
- Managers of audit and financial control departments.
- Financial managers.
- Financial planning managers and heads of accounts.
- Financial controllers and other officials in financial affairs.
- Heads of accounting departments.

## Course Outline

Unit 1:

- Introduction to financial management.
- A comprehensive view of financial management.
- The current environment: markets, institutions, interest rates, and taxes.
- Analysis, forecasting, planning, and financial control.
- Financial lists analysis.
- Forecasting, planning, and financial control.
- Basic concepts in financial management.

## Unit 2:

- Risk and return ratios.
- The time value of money.
- Valuation of stocks and bonds.
- Working capital management.
- Working capital policy.
- Management of cash and marketable securities.
- Receivables management.
- Short term financing.

## Unit 3:

- Capital budget.
- Capital balancing methods.
- Project cash flows and risk.
- Cost of capital, financial leverage, and dividend policy.
- Cost of capital.
- Capital structure and financial leverage.
- Dividend policy.

## Unit 4:

- Long-term strategic financing decisions.
- Equity and investment bank operations.
- Long-term debt.
- Alternative financing arrangements and corporate restructuring.
- International financial management.
- Case studies and solved exercises.
- Strategic planning and project portfolio management.
- The purpose of the project management office.

## Unit 5:

- Benefits of setting up a PMO.
- PMO functions and organization.
- Project Management Office: Promoting Excellence in Project Management.
- Planning to submit a PMO.
- Implementation of the roadmap for the project management office.
- Addressing PMO challenges.