

# € TRAINING

Managerial Accounting for Non-Financial  
Professionals: Information for Planning,  
Decision Making and Control



21 - 25 October 2024  
Casablanca (Morocco)  
New Hotel



# Managerial Accounting for Non-Financial Professionals: Information for Planning, Decision Making and Control

REF: F88 DATE: 21 - 25 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

Managerial accounting is an activity that provides financial and non-financial information to business managers and other internal decision-makers of an organization. This training examines how managerial accounting information is gathered, and how it is used by business professionals to make effective plans & decisions. Lessons such as fundamentals of managerial accounting cost accounting concepts, and managerial accounting approaches will provide you with the concepts, procedures, and analytical skills you'll need to make informed decisions in today's challenging business world.

## Course Objectives:

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

- Explain the functions of financial management.
- Define the four key financial statements: balance sheet, income, cash flow, and changes in owners equity.
- Interpret the financial health of a company or profit center.
- Master capital budgeting and cost-volume-profit analysis.
- Use financial information to manage the business or their departments.

## Targeted Audience:

- Managers
- Supervisors
- Staff from any function including the accounting department who need to improve their understanding, application, and techniques of the language of numbers and managerial accountant

## Course Outlines:

### Unit 1: Introduction to Managerial Accountant:

- The Goals and Functions of Financial Management
- The Three Most Important Questions Answered by Finance

### Unit 2: The Key Financial Statements:

- Income Statement
- Changes in Owner Equity
- Balance Sheet
- Cash Flow

### Unit 3: Analysis of Financial Statements:

- Judging the Health of the Business
- Income Statement Ratios
- Balance Sheet Ratios
- How to Read Company Annual Reports

#### Unit 4: Cost Concepts and Decision-Making:

- Cost-Volume-Profit Analysis
- Breakeven Analysis
- Economic Costs versus Accounting Costs
- Marginal Analysis
- Cost-Based Pricing

#### Unit 5: Capital Projects:

- The Time Value of Money
- Cost of Capital
- The Capital Budgeting Decision
- Methods in Evaluating Capital Projects
- Sensitivity and Risk Analysis

#### Unit 6: Working Capital and the Financing Decision:

- Current Asset Management
- Sources of Short-Term Financing

#### Unit 7: Using Financial Information to Manage the Business:

- Making Business Decisions in Finance, Marketing, Production, and Investment

#### Unit 8: The Budgeting Process:

- Guidelines and Techniques
- Cost Control