

# € TRAINING

Finance and Accounting



22 - 26 December 2024  
Cairo (Egypt)



# Finance and Accounting

REF: C773 DATE: 22 - 26 December 2024 Venue: Cairo (Egypt) - Fee: 4095 Euro

## Introduction:

There are many decisions made in business that have an impact on financial performance, therefore, understanding the exact financial outcomes of such decisions are vital for every business professional. Finance is a core process/function in business which requires your attention, whether or not you are a financial, or non-financial, professional. Accounting is the language of business; understanding and applying this language to your business, in general, remains the single most valuable competence of management. Prepare yourself by enhancing your personal competence in identifying best practices in finance and accounting.

## Conference Objectives:

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

- Identify the relationships between, financial statements income statement, balance sheet, and statement of cash flows
- Recognize the key measures in managing financial performance
- Utilize financial statements to evaluate the financial/strategic performance of an organization
- Apply the correct tools to evaluate future investment opportunities
- Manage the funding of the business in the most efficient and effective manner
- Recognize the part Financial Management plays in the overall Business Strategy

## Targeted Audience:

- Financial and non-financial professionals who wish to test their high performance and high potential knowledge, skills and attitudes with other similar individuals
- Anyone who wishes to reinforce their knowledge of financial functions/processes and who requires a more integrative financial view

## Conference Outlines:

### Unit 1: Managing Profits and Funding

- The role of financial management - CFO, Treasurer, and Controller
- The need for Financial Information
- Sources of Financial Information
- Creating and managing the Income Statement
- Creating and managing the Balance Sheet
- Financial Statements and footnotes

### Unit 2: Cash Flow and Cash Management

- The importance of cash-flow
- Managing the Cash "gap"
- Causes and effects upon cash of the 2008 Credit Crisis
- Using Microsoft Excel's Solver to manage cash-flow
- Identifying Key Financial Ratios

### Unit 3: Measuring and Managing Financial Performance

- Why Return on Capital Employed is so important
- Marginal Performance Improvement - How small changes can create big gains
- Managing Working Capital
- Measuring Corporate Valuation
- Using tools like the Altman Z Score to measure Financial Health
- Accounting Principles, Auditing, and Corporate Governance

### Unit 4: Financial Strategy and Balancing the Scorecard

- Taking a strategic financial approach
- Vision, Mission, and Objectives from a Financial Perspective
- Creating cascading financial objectives
- Balancing the Scorecard
- How business culture impacts financial performance
- Cost Models

### Unit 5: Capital Projects and Managing Funding

- Net Present Value and Internal Rate of Return
- Balancing Debt and Equity
- Weighted Average Cost of Capital
- Investment Screening Criteria
- Capital Asset Pricing Model
- EVA – the advantages and disadvantages