



Financial Analysis to Support & Influence Strategic Decisions

التحليل والتخطيط المالي لدعم واتخاذ القرارات الاستراتيجية

15 – 19 July 2024

Turkey / Istanbul

Introduction

Making wiser, more strategic judgements based on a company's underlying financial data requires a strong understanding of financial analysis. Analysts employ data, whether it is for corporate, investment, or technical analysis, to investigate patterns, comprehend growth, look for areas of risk, and support decision-making.

Objectives

Participants attending the program will:

- Understand, the new trends in accounting and financial statements analysis (Financial Ratios, Sources & Uses of Money, Du-Pont, Market & Economic Value Added)
- Understand the importance of Financial Forecasting and Techniques and their role in assessing and minimizing projects returns.
- Learn the new techniques of financial planning and control.
- Financial Budgeting and Preparations (Items, Financial Cash Flow Forecast, Break-even analysis and Budgeting)

Who Should Attend?

Seniors engineers, managers, head of department, bankers, non-financials and non-accountants, professional businessmen, auditors, investors, staff and specialists as well as those nominated to join any of these previously mentioned positions.

Course Outline**Day One**

How to interpret and Perform Financial Statement Analysis

- Fundamentals of Finance
- Understand basic financial statements and be able to explain their usefulness for the external analysis of a firm.
- Appreciate the usefulness as well as the limitations of financial ratios.
- Resources and uses of Money
- Financial Ratios Analysis
- Du Pont Formula
- Financial & Non-financial analysis

Day Two

Financial Forecasting and Techniques

- Role of Financial Forecasting
- New Techniques in Financial Forecasting
- Forecasted Financial Position
- Percentage of Sales Percentage
- Regression Analysis
- Syndicate exercise: Working in small groups.

Day Three

Financial Budgeting

- Know the principles used to decide the most capital budgeting criteria.
- Budgeting in today's competitive business
- The Budgeting Process
- The role of budgeting
- Annual budgeting process
- Identifying and resolving budgeting variances
- Different budgeting systems in use today
- Essential of Finance & Accounting

Day Four

Financial Planning and Control

- Cash-Flow forecast
- Break-even analysis (units and monetary)
- Operating leverage

Asset Management

- Understand the Main Assets Management Techniques
- Working-Capital Management & Short Term Financial

Day Five

Capital Budgeting

- Investment profitability analysis:
 - Simple Rate of Return (SRR)

Calculations

Return on equity

Pros and Cons

- Payback Period (PBP)

Wagner Law

Discounted Payback Period

Pros and Cons

Discounted Cash-Flow methods:

- Net Present Value (NPV)
- Internal Rate of Return (IRR)

Problem Solving, exercises and case studies

Workshops

Group exercises and discussions

Course evaluation

Course Summary

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a 7" Tablet containing a copy of the presentation, slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

- | | |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **3,950 USD**
**VAT is Excluded If Applicable*

المقدمة

التحليل المالي هو حجر الزاوية في اتخاذ قرارات أكثر ذكاءً واستراتيجية بناءً على البيانات المالية الأساسية للشركة. سواء كانت الشركات أو الاستثمار أو التحليل الفني، يستخدم المحللون البيانات لاستكشاف الاتجاهات وفهم النمو والبحث عن مجالات المخاطر ودعم اتخاذ القرار.

الاهداف

- فهم الاتجاهات الجديدة في مجال المحاسبة والبيانات المالية تحليل (النسب المالية، مصادر واستخدامات الأموال، السوق والقيمة الاقتصادية المضافة)
- فهم أهمية التنبؤ والتحليل المالي للميزانية ودورها في تقييم وتقليل عوائد المشاريع
- تعلم تقنيات جديدة للتخطيط المالي والرقابة
- إعداد الموازنات المالية والاستعدادات (سلعي، المالية توقعات التدفق النقدي، تحليل نقطة التعادل والموازنة)

الحضور

كبار المهندسين، والمديرين، رؤساء الأقسام المصرفيين وغير الماليين وغير المحاسبين ورجال الأعمال المهنية، ومراجعي الحسابات، والمستثمرين، والموظفين والمتخصصين.