MERCURY

Integrating Budgeting, Forecasting, and Business Planning - Advanced

15 – 19 February 2027
Vienna (Austria)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Integrating Budgeting, Forecasting, and Business Planning - Advanced

Ref: 2076_1081117 **Date:** 15 – 19 February 2027 **Location:** Vienna (Austria) **Fees:** 5900 Euro

Introduction:

This seminar aims to enhance participants' business budgeting, financial forecasting training, and business planning competencies, establishing world-class standards within these domains. The curriculum introduces fresh, innovative techniques while reinforcing traditional financial planning tools.

The advanced business planning and financial forecasting course will explore new concepts for measuring and reporting performance and creating shareholder wealth. Furthermore, participants will gain insights into capital budgeting, budgeting various expenses, setting profit targets, managing cash requirements, and effectively forecasting business needs.

Throughout this budgeting planning and forecasting seminar, participants have the knowledge and skills to excel in corporate budgeting and financial forecasting. Whether new to planning budgeting and forecasting or aiming for a budgeting and forecasting certification, this course provides a comprehensive educational journey, reinforcing and building upon existing expertise.

Professionals from various sectors find valuable takeaways from this advanced business planning and financial forecasting seminar, enabling them to streamline their organization's processes and strategies effectively.

Targeted Groups:

- Financial planners.
- Cost analysts.
- Professional advisers.
- Account personnel.
- Business consultants.
- Professionals seeking a deeper understanding of integrated planning and budgeting techniques.
- Accountants tasked with budget preparation and management reporting.

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Course Objectives:

By the end of this budgeting and forecasting training, participants will:

- Build an integrated planning, budgeting, and reporting process.
- Improve their budgeting/financial skills required for better decision-making.
- Understand cost behavior more accurately.
- Deliver more timely and valuable information to decision-makers.
- Explain typical costing and budgeting terminology used in business.
- Improve their management abilities.
- Increase their understanding of forecasting and budgeting techniques.
- Understand the problems of overheads and how activity-based analysis may aid decision-making and pricing strategies.
- Contribute to the implementation of change in the organization.
- Facilitate the elimination of non-value activities and the reduction of costs within your organization.
- Understand cost behavior and patterns.
- Ensure that business planning, budgeting, and management reporting processes are robust in themselves and suitable for their organization.

Targeted Competencies:

At the end of this advanced business planning and financial forecasting course, the target competencies will be able to improve:

- Distinguishing between problem identification and problem-solving.
- Impartial and robust analysis of plans and outcomes.
- Comprehension of budgeting control aspects.
- Appreciation for the human factors in budget setting.

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Course Content:

Unit 1: Budgets and Strategy in Today's International Environment

- Organizational planning framework.
- The product/information/decision support cycle.
- Strategic, tactical, and operational forecasts.
- The strategic approach to business planning.
- Various strategic and tactical approaches to business planning.
- The international business environment.

Unit 2: The Business Plan and Budget Development

- Articulating the business plan.
- Pinpointing key value drivers.
- Realizing objectives.
- Zero-base budgeting.
- Activity-based budgeting.
- The use of rolling budgets.
- Crafting the cash budget.

Unit 3: Analyzing the Applicability of Historical Data Using Excel

- Challenges of forecasting.
- Historical data role in predictive measures.
- Forecasting competencies.
- Sales volume considerations.
- Development of time series models using histograms, moving averages, exponential smoothing, and regression analysis.
- Using regression analysis as a predictor and estimator.
- Mastering the use of exponential smoothing as a data analysis tool.

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Unit 4: Fantastic Forecasting

- What is forecasting?
- Qualitative techniques and their uses.
- Quantitative methods and their uses.
- Smoothing techniques.
- Regression analysis.
- Time series analysis.
- Forecasting growth rates for verification.
- Internal IGR.
- Sustainable SGR.
- MIN and MAX functions.
- MEDIAN, MODE, and AVERAGE functions.
- GEOMEAN to calculate Average Growth Rate AGR.
- When should you use RANK, QUARTILE, and PERCENTILE?

Unit 5: Using Activity-Based Budgeting and Cost Analysis Techniques

- Cost behavior exploration and breakeven analysis.
- Fundamentals of activity-based costing.
- Budgeting from a process-oriented perspective.
- Identification of key cost drivers.
- Defining key activities.
- Establishment of the activity-based budget.

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Unit 6: Capital Budgeting and Project Appraisal

- Identify the various types of capital projects.
- Discuss the capital project evaluation process.
- The impact time has on the value of money.
- Using WACC and ROIC as benchmarks.
- Determining the initial and subsequent capital project cash flows.
- Development of the "Hurdle Rate" for capital projects.
- Evaluate capital projects by applying NPV, IRR, and ARR Payback models.

Unit 7: Putting It Together - Building The Comprehensive Model

- Construction of a planning model.
- Build your forecasting model.
- Build your budgeting model.
- Integration methods for these models.
- Capital structure optimization strategies.
- Tactics for bond buybacks.