MERCURY

Integrating Budgeting, Forecasting, and Business Planning

5 – 9 July 2027
Nairobi (Kenya)



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

MERCURY

Integrating Budgeting, Forecasting, and Business Planning

Ref: 2038_1083563 **Date:** 5 – 9 July 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction

A comprehensive business budgeting course designed to enhance your financial expertise and ability to integrate budgeting, forecasting, and business planning.

This business budgeting and forecasting seminar provides the skills to build world-class standards into your planning, budgeting, performance measurement, and reporting system.

It encompasses a budgeting and forecasting principles course and introduces new techniques that complement traditional financial planning tools.

You will gain insights into financial forecasting training, capital budgeting, budgeting manufacturing expenses, identifying profit objectives, budgeting cash requirements, and forecasting.

This business budgeting and forecasting seminar integrates these elements into a coherent planning, budgeting, and forecasting course.

Targeted Groups

- Financial planners.
- Cost analysts.
- Professional advisers.
- Account personnel.
- Business consultants.
- This business budgeting and forecasting course is for professionals who require a more in-depth understanding of integrated planning and budgeting techniques.
- Accountants are responsible for budget preparation and management reporting.

Course Objectives

Participants in this business budgeting and forecasting course will be able to:

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

- Build an integrated planning, budgeting, and reporting process.
- Improve budgeting/financial skills required for better decision-making.
- Understand cost behavior more accurately.
- Deliver timely and valuable information to decision-makers.
- Explain typical costing and budgeting terminology used in business.
- Improve management abilities.
- Increase understanding of budgeting and forecasting techniques.
- Understand overhead problems and how activity-based analysis may aid decision-making and pricing strategies.
- Implement change in the organization.
- Eliminate non-value activities and reduce costs.
- Understand cost behavior and patterns.
- Ensure robust business planning, budgeting, and management reporting processes.

Targeted Competencies

At the end of this business budgeting and forecasting course, the target competencies will be able to:

- Separating problem identification and problem-solving.
- Objective and robust analysis of plans and results.
- Understanding the control aspects of budgeting.
- Recognizing human factors in budget setting.

Business Budgeting and Forecasting 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.
- Strategic approach to business planning course content.
- Various strategic and tactical approaches to business planning.
- The international business environment.

Unit 2: The Business Plan and Budget Development

- Developing the business plan.
- Identification of key value drivers.
- Achieving objectives.
- Zero base budgeting.
- Activity-based budgeting.
- Rolling budgets.
- Creating the cash budget.

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

Unit 3: Analyzing the Applicability of Historical Data Using Excel

- Challenges of **forecasting and budgeting courses.**
- Using historical data for future predictions.
- Forecasting.
- Sales volume.
- Time series models: histograms, moving averages, exponential smoothing, and regression analysis.
- Regression analysis for prediction and estimation.
- Exponential smoothing as a data analysis tool.

Unit 4: Using Activity-Based Budgeting and Cost Analysis Techniques

- Cost behavior and breakeven analysis.
- Activity-based costing.
- Budgeting for processes rather than departments.
- Defining key cost drivers.
- Defining key activities.
- Developing the activity-based budget.

Unit 5: Capital Budgeting and Project Appraisal

- Identifying types of capital projects.
- The capital project evaluation process.
- Time value of money considerations.
- WACC and ROIC benchmarks.
- Calculating initial and subsequent capital project cash flows.
- Hurdle Rate development for capital projects.
- Evaluating capital projects using NPV, IRR, ARR, and payback models.

Particular Module: Financial Forecasting and Budgeting Certification Overview

Gain a deep understanding of the budgeting and forecasting certification process, which qualifies professionals in budgeting and forecasting.

This module will cover the essentials needed to achieve certification, ensuring expertise in the complex discipline of financial forecasting and analysis.