



Accounting & Finance Masterclasses: Certificate Course

25 January – 5 February 2027
Casablanca (Morocco)



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Accounting & Finance Masterclasses: Certificate Course Overview

Introduction:

This accounting and finance masterclass offers an in-depth overview of the accounting and finance world. Part 1 emphasized the internal workings of the finance/control function as it communicates with external and internal constituencies to provide information for decision-making under uncertainty. Part 2 highlights the capital markets' impact on corporate finance, risk, and governance.

Preparation is optional except to bring an open mind and a budget or other financial documents of interest.

The accounting and finance masterclass provides delegates with crucial finance terminology and practice by combining techniques with analysis, problems, and examples with real case studies and supporting theories.

This accounting and finance masterclass presents the essential financial tools generally used and explains the broader context of how and where they are applied to obtain meaningful answers.

In this business accounting and finance course, you will learn a conceptual backdrop for strategic business management's financial/economic dimensions, understand the nature of financial statements, and analyze data, planning, and control.

Targeted Groups:

- Financial analysts.
- Financial controllers.
- Accountants.
- Treasurers.
- Corporate planning.
- Members of the operational management team.
- Consultants who provide advice on operations or strategy.
- Managers who are responsible for the control of risk.
- Managers who have responsibility for divisional performance.
- Senior staff members of any department.

Course Objectives:

At the end of this finance and accounting certificate course, the participants will be able to:

- Specify the exact nature and scope of corporate financial reporting.
- Identify and criticize specific concepts, rules, and procedures that are in place for corporate financial reporting.
- Understand multiple interpretations of financial statements via IFRS, FAS, and SEC.
- Integrate risk management and corporate governance.
- Understand the content and relationships between financial statements income statement, balance sheet, and statement of cash flows.
- Understand how to use financial statements to evaluate the financial performance of an organization.
- Understand discounted cash flow DCF techniques and their application to financial decision-making.
- Understand the budgeting process, including performance evaluation.
- Understand cost behavior and its impact on management decisions.
- Learn how to communicate and question financial information effectively.
- Improve appreciation for the finance/accounting/governance approach.
- Integrate business plans and strategic intent.
- Reduce inter-functional territorial battles.
- Improve the communications between staff and line management.
- Get higher productivity during the decision-making process.
- Increase skill set in all phases of finance, accounting, and governance.
- Increase the professionalism in dealing with the current and future topics.
- Increase the recognition of their learning and professional commitment by the organization.

Targeted Competencies:

At the end of this finance and accounting certificate course, the target competencies will be able to:

- Using financial information for guiding decisions.
- Clarifying KPIs across different functions.
- Building strategic thinking and implementation orientation into their professional lives.
- Challenging the status quo of finance/accounting, budgeting, and decision-making.
- Recognizing the value of external standards, governance requirements, and measurements of qualitative elements.
- Identifying value creation principles as the driving force for decision-making.
- Financial risk management.

Finance & Accounting Training Course Content:

Unit 1: Accounting: An introduction:

- What is accounting?
- What forms can accounting take?
- Definition and importance of profit.
- Decision scenarios explored.
- Funding business operations.
- Stakeholders interested in profit.
- Cash vs. accrual accounting.
- Cash flow forecasting and improvement.
- Company accounting policies.
- Understanding accounting standards.

Unit 2: Financial Statements, Accounting Policies, and Reporting Standards

Income Statement - Basic Components:

- Revenues and the questions.
- Direct/variable/product costs.
- Indirect/fixed/period costs.
- Mixed costs.
- Non-cash deductions: the what, the why, and the how.
- Depreciation: various methods explored.
- Amortization: impairment test.
- Depletion: when and how.
- The difference between profit and cash.
- A closer look at costs and expenses.
- Profit calculations.
- Summarizing profit statements and extracting the key figures.

Balance Sheet:

- Assets - current and long-term.
- Liabilities - current and long-term.
- Equity - components.
- Capital employed - options.
- Managing the working capital cycle.

Cash Flow Statement:

- Operating sources/uses.
- Investing sources/uses.
- Financing sources/uses.

Unit 3: Making and Communicating Decisions using Budgets:

- Exploring the master budget.
- Budgeting is a planning tool, a control mechanism, a communications device, and value creation.
- Budgeting Sales to "drive" the correct budget.
- Operating budget components.
- Financial budget.
- Pro forma financial statements.
- Cash budgets.
- Capital budget.
- Interrelationship of financial projections.
- Dynamics and growth of the business system - a model review.
- Flexible vs. traditional budgets - the pros and cons.
- Variance analysis as a tool for improvement and communications.
- Price and volume effects within variance analysis: state of the art.

Unit 4: Financial VS Management Accounting: Differences and Similarities:

- Objectives of managerial accounting.
- Managerial versus financial accounting.
- Role of the managerial accountant.
- Financial accounting: what we show to the public.
- Objectives of financial accounting.
- Role of a financial accountant.
- Cost terminology: variable, fixed, controllable, non-controllable, incremental, sunk, opportunity, and relevant.
- Cost behaviors in cost-volume-profit scenarios: contribution margin and fixed costs.
- Breakeven and targeted net income scenarios.
- Cost/Benefit analysis.

Unit 5: Ultimate Goal of Planning - Valuation, Business Performance and Decision-Making

- Defining value in different contexts.
- Responsibility centers: cost, profit, and investment.
- Measuring responsibility center performance.
- Segment reporting internally and externally.
- Business valuation from multiple perspectives.
- Managing for shareholder value.
- Shareholder value creation in perspective.
- Evolution of value-based methodologies in planning and budgeting.
- Creating value in restructuring and combinations beyond planning and reporting - the case for fundamental change!

Unit 6: What is Finance & Working Capital - Liquidity or Bankruptcy:

- Exploring the essence of finance and its major components.
- Finance is a numbers game.
- Yet finance is more than the numbers.
- The three significant elements of finance.
- Working capital WC defined.
- Relationship to current ratio.
- Components of WC.
- Inventory.
- Accounts receivable.
- Cash.
- Accounts payable.
- Notes payable.
- The critical ratios to compute.
- What should they be and why?
- The questions to ask.
- The answers you want.

Unit 7: Capital Structure - What It Is & Why It is Important:

- Equity capital - what is it?
- Equity capital - calculating its costs/required rate of return.
- Debt capital - what is it?
- Debt capital - calculating its costs/required rate of return.
- Weighted Cost of Capital WACC - why it is so important.
- Calculating your WACC.
- When and how to use WACC.
- Leverage: two-edged sword - defined.
- Operating leverage - calculated.
- Financial leverage - calculated.
- Combined leverage - Wow! Look at the impact.

Unit 8: CAPEX - Analysis of Investment Decisions with What-if Risks:

- Time value of money and cash flows.
- Discuss the capital project evaluation process.
- Ideas for the future with a multiple-period horizon.
- Estimating cash flows within the business system.
- Net present value NPV and internal Rate of Return IRR are preferred methods.
- Profitability Index PI and Modified Internal Rate of Return MIRR are reasonable alternatives.
- Defining the approval criteria and review process.
- Post-implementation audits of capital projects.
- Refinements of investment analysis.
- Dealing with risk and changing circumstances - how do we explain?
- Cost of capital and return standards.
- Benchmarking discount and hurdle rates.

Unit 9: Risk Management as an integral part of Corporate Governance:

- Understanding uncertainty and risk/opportunity.
- Identifying strategic financial risks.
- Identifying operational risks.
- Identifying functional financial risks.
- Assessing financial risks in each perspective.
- Finding our risk profile risk appetite.
- Clarifying desired outcomes, expected outcomes, and actual outcomes.
- Performance measures - the need for FRM/ERM.
- Quantitative and qualitative risks.
- Developing FRM/ERM strategy - do we need a CRO?
- Other risk issues to be concerned with are joint ventures, alliances, product liability, environmental risks, outsourcing risks, growth risks, R&D risks, natural disasters, catastrophic risks, supply chain risks, reputation risks, and psychology of risk.

Unit 10: Corporate Governance:

- Defining and exploring the scope of corporate governance.
- Corporate governance environment.
- Relevance of corporate governance.
- Perspectives on corporate governance.
- Shareholders vs. stakeholders.
- Voluntary vs. enforcement.
- 1-Tier VS 2-Tier boards.
- Chairman/CEO duality.
- The independent director.
- Corporate governance models.
- Structure and practices.
- Emerging trends in corporate governance.
- Principal-agent theory and applications.
- Independence, in fact, versus appearance.

This masterclass in finance and accounting offers comprehensive training for professionals looking to expand their knowledge and apply it in a practical business context. It also guides those seeking finance and accounting courses near me, ensuring they can find relevant and impactful educational opportunities for their career advancement.



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By attending this finance masterclass, beginners and seasoned professionals alike will embark on an educational journey, navigating the complexities of finance and accounting. From the beginning of accounting principles to advanced financial decision-making, this accounting masterclass will propel participants towards more excellent expertise and contribute to their journey of becoming efficient financial stewards within their organizations.