



Fundamentals of Finance & Accounting Training Course

19 – 23 April 2027
Casablanca (Morocco)



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Introduction

Financial skills and knowledge are essential for managers in all organizations, particularly given the more challenging business and economic climate and increased financial delegation.

This interactive and engaging program provides a solid foundation in finance and accounting to equip senior professionals who may need more formal training in these areas with the necessary skills to engage comfortably in financial discussions with peers and professionals.

Targeted Groups

- All staff with financial responsibility.
- Finance professionals who might benefit from a refresher.
- Those involved in business decision-making.
- Managers anticipating career development.
- Strategy and planning professionals.
- Corporate communication and investor relations professionals.
- In this fundamentals of finance and accounting course, employees who want to gain significant knowledge to improve their careers.

Enhancing Financial Literacy for Nonfinancial Managers

Under the subtheme of fundamentals of finance and accounting for nonfinancial managers, this accounting fundamentals course is designed to demystify financial concepts and tools for individuals without a financial background.

Participants in this accounting fundamentals course will gain a comprehensive understanding of the essentials of finance and accounting and learn to apply this knowledge in their managerial roles effectively.

Course Objectives

By the end of this fundamentals of finance and accounting course, participants will be able to:

- Read and interpret financial statements.
- Analyze business performance.
- Contribute to cash and working capital management.
- Build budgets and manage costs.
- Present business cases and utilize financing techniques to improve decision-making.
- Understand the basic concepts of finance as it relates to their businesses.
- Interpret their organization's financial signals.
- Embrace the language of finance.
- Understand balance sheets and profit-and-loss statements.
- Control and manage a company's cash flow.
- Earn the potential to receive an accounting fundamentals certificate.

Targeted Competencies

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

- Understanding financial statements.
- Financial analysis.
- Working capital management.
- Preparing operating budgets.
- Making capital budget decisions.
- Financial decision-making.

Foundations of Financial Accounting

Designed for individuals seeking to develop a robust base in accounting and finance, this training module called Foundations of Financial Accounting provides insights into fundamental accounting principles and methodologies that underpin the financial operations of an organization.

Course Content

Unit 1: The Basics

- Accounting terminology and policies.
- Accounting as an information system.
- Exploring the accounting equation and its significance.
- Generally Accepted Accounting Principles GAAP.
- Differentiating between cash and accrual basis accounting.
- Basic cash flow statements.
- Navigating an annual report.
- The components of the yearly report package.
- The role of the external auditor.
- Reviewing the accountant's report and auditors' opinion.

Unit 2: How To Interpret Accounts and Financial Statement Analysis

- Creating income statements and balance sheets.
- Understanding financial and liquidity ratios.
- Exploring the cash conversion cycle.
- Fundamentals of working capital management.
- Analyzing profitability and gearing ratios.
- Applying the "DuPont" formula.
- Engaging in financial and nonfinancial analysis.
- Credit analysis principles.
- Z-scores and credit rating overview.
- Insights into bank lending decisions.

Unit 3: Planning for Profit

- Grasping cost structures and their impact on profits.
- Strategies for cost reduction and profit improvement.
- Comparing fixed and variable costs.
- Conducting break-even analysis.
- Understanding contribution margin.
- Reviewing costing approaches to the total absorption, marginal, and ABC.
- Implementing standard costing.
- Adopting new cost management ideas to learning principles.

Unit 4: Budgeting in Today's Competitive Business

- Fundamentals of the finance budgeting process.
- The integral role of budgeting.
- The mechanics of the annual budgeting process.
- Resolving budgeting variances.
- Comparing different budgeting systems in use today.
- Budgeting tips and techniques for efficiency.
- Mastering variance analysis.

Unit 5: Cash Flow & Investment Decisions

- Delving into capital budgeting techniques.
- Calculating the Weighted Average Cost of Capital WACC.
- Understanding present value concepts.
- Exploring the Internal Rate of Return IRR method.
- Evaluating investments with the profitability index.
- Applying discounted cash flow analysis.

Conclusion

This finance fundamentals course aims to provide participants with a comprehensive understanding of finance and accounting fundamentals and the practical application of these concepts in real-world business scenarios.

Whether you are a seasoned finance professional or new to the field, this fundamentals of finance and accounting course paves the way for enhanced fiscal responsibility and strategic decision-making.