MERCURY

Corporate Financial Modeling & Forecasting Techniques

24 - 28 May 2027
Casablanca (Morocco)

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Istanbul - Türkiye: +90 539 599 1206
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Corporate Financial Modeling & Forecasting Techniques

Ref.: 121781_1047242 **Date:** 24 - 28 May 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 **Euro**

Introduction

The Corporate Financial Modeling & Forecasting Techniques course provides participants with an understanding of how to build, analyze, and apply financial models for strategic business decisions. It explores essential concepts of financial forecasting, budgeting, valuation, scenario analysis, and performance assessment within corporate environments. Participants learn how financial models support planning processes, investment decisions, risk evaluation, and long-term organizational growth. The program focuses on developing structured approaches for creating reliable financial models using practical business assumptions and analytical techniques. It examines advanced forecasting methods that help organizations improve financial visibility and decision-making accuracy. Through theoretical frameworks and realistic business scenarios, participants learn how corporate financial modeling contributes to sustainable financial management.

Targeted Groups

This Corporate Financial Modeling & Forecasting Techniques training targets professionals seeking knowledge and skills:

- Financial analysts improve modeling capabilities.
- Corporate finance professionals are enhancing forecasting expertise.
- Business managers support strategic planning decisions.
- Accountants developing financial analysis skills.
- Investment professionals evaluating business performance.
- Entrepreneurs understanding financial planning methods.

Course Objectives

Participants will achieve the following objectives by completing the Corporate Financial Modeling & Forecasting Techniques course:

- Understand the principles of corporate financial modeling and forecasting.
- Develop knowledge of financial model structures and applications.
- Analyze financial statements for modeling purposes.
- Develop logical forecasting approaches based on business assumptions.
- Evaluate revenue, cost, and profitability projections.
- Apply scenario analysis techniques to support decision-making.
- Interpret financial outputs for strategic planning.
- Understand valuation models and investment analysis methods.
- Improve accuracy in budgeting and financial projections.
- Recognize risks affecting financial forecasts.
- Create structured models supporting corporate planning.
- Enhance analytical thinking for financial decisions.

Targeted Competencies

Participants will gain the following competencies during the Corporate Financial Modeling & Forecasting Techniques program:

- Ability to design structured corporate financial models.
- Skills in developing forecasting frameworks.
- Understanding of financial statement integration.
- Capability to analyze business assumptions.
- Competence in scenario and sensitivity analysis.
- Knowledge of valuation modeling concepts.
- Ability to interpret financial performance indicators.
- Skills in supporting strategic financial decisions.
- Improved understanding of long-term financial planning.

Studying Scenarios

In this Corporate Financial Modeling & Forecasting Techniques training, participants develop skills through the following scenarios:

- Developing financial models for corporate expansion decisions.
- Forecasting revenue growth under changing market conditions.
- Evaluating investment opportunities through financial projections.
- Analyzing business risks using sensitivity scenarios.
- Reviewing financial performance through integrated modeling approaches.

Course Content

Unit 1: Fundamentals of Corporate Financial Modeling

- Understanding the role of corporate financial modeling in modern business planning and strategic decision-making processes.
- Exploring the purpose of financial models in forecasting, budgeting, valuation, and operational performance analysis.
- Examining the key components of financial models, including assumptions, calculations, outputs, and reporting structures.
- Learning the principles of building reliable financial models that support accurate corporate analysis.
- Identifying the relationship between financial statements and integrated financial modeling frameworks.
- Understanding the importance of model structure, consistency, transparency, and accuracy in financial analysis.
- Reviewing common financial modeling approaches used by corporations, analysts, and investment professionals.

Unit 2: Financial Statement Modeling and Forecast Development

- Understanding how to create integrated financial models based on income statements, balance sheets, and cash flow statements.
- Exploring methods for analyzing historical financial data to establish forecasting assumptions.
- Learning techniques for revenue forecasting, expense estimation, and profitability projection.
- Examining driver-based financial forecasting models that connect operational activities with financial outcomes.

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- Understanding cash flow forecasting techniques for liquidity management and business planning.
- Developing knowledge of forecasting models used for corporate budgeting and financial strategy.
- Analyzing the impact of business variables on future financial performance.

Unit 3: Advanced Forecasting Techniques and Scenario Analysis

- Exploring advanced financial forecasting methods used to improve corporate decision-making.
- Understanding scenario-planning techniques for evaluating various business outcomes.
- Learning sensitivity analysis methods to measure the impact of changing assumptions.
- Examining best-case, worst-case, and base-case forecasting approaches for risk assessment.
- Understanding how economic conditions, market trends, and operational changes influence financial projections.
- Analyzing forecasting challenges and methods for improving model reliability.
- Reviewing techniques for creating flexible financial models that adapt to changing business environments.

Unit 4: Financial Valuation Models and Strategic Decision Support

- Understanding the principles of financial valuation models used in corporate analysis.
- Exploring discounted cash flow modeling concepts and their applications in business valuation.
- Learning how financial models support investment decisions, mergers, acquisitions, and strategic initiatives.
- Examining methods for calculating financial performance indicators and evaluating business value.
- Understanding the relationship between forecasting accuracy and valuation reliability.
- Analyzing how management teams use financial models to allocate strategic resources.
- Developing knowledge of decision-support models that improve corporate financial planning.

Unit 5: Model Optimization, Risk Management, and Professional Applications

- Understanding best practices for improving financial model quality, usability, and effectiveness.
- Exploring methods for reviewing, testing, and validating financial models.
- Learning techniques for identifying modeling errors and improving forecast accuracy.
- Examining financial risk analysis methods within corporate forecasting environments.
- Understanding how technology supports financial modeling, automation, and reporting processes.
- Applying comprehensive modeling concepts to real-world corporate planning situations.
- Reviewing the role of financial models in supporting sustainable growth and long-term business strategies.

Final Insights & Key Takeaways

Participants with essential knowledge for developing structured financial models that support strategic planning and informed business decisions. The course enhances understanding of forecasting methods, valuation concepts, and analytical approaches required for effective corporate financial management.

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Registration form on the : Corporate Financial Modeling & Forecasting Techniques

code: 121781 **From:** 24 - 28 May 2027 **Venue:** Casablanca (Morocco) **Fees:** 4500 **Euro**

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