



## Corporate Financial Planning, Budgeting & Control Course

02 - 06 Dec 2024  
Casablanca (Morocco)



# Corporate Financial Planning, Budgeting & Control Course

**Ref.:** 2016\_273962 **Date:** 02 - 06 Dec 2024 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

## Introduction

This corporate financial planning and budgeting course enables delegates to make corporate financial decisions in an increasingly volatile international marketplace to increase profitability, maintain liquidity, and reduce financial risk.

The module follows the growth of a company from the development of a strategic corporate financial plan, the raising of finance, the preparation and management of budgets to support the plan, the management of financial risk, and, ultimately, the measurement and evaluation of performance.

## Targeted Groups

- Financial personnel.
- Financial decision-makers.
- Financial planners and analysts.
- Managers are involved in planning and decision-making.
- Persons with aims to work in finance-related fields.
- Persons involved in risk management.

## Course Objectives

At the end of this corporate financial planning and budgeting course, the participants will be able to:

- Develop effective corporate financial plans aimed at maximizing return and minimizing risk.
- Evaluate the various methods of finance and make successful capital investment decisions.
- Prepare, manage, and control budgets to support the corporate financial plans.
- Identify and manage financial risk effectively.
- Measure and manage performance effectively.
- Create opportunities for your personal development and increased financial awareness.
- Understand today's significant issues in international corporate finance and budgeting.
- Develop their professional skills, powers of analysis, evaluation, and decision-making.
- Make improved finance and capital budgeting decisions, increasing their importance to your organization.
- Liaise effectively with other departments on matters of finance and budgeting
- Identify areas where they can improve your company's financial performance, which will help your career development.

## Targeted Competencies

- Strategic planning.
- Financial planning.
- Analytical skills.
- Communication skills.
- Building financial models.
- Budgeting.

## Course Content

### Unit 1: Corporate Financial Planning

- Strategic planning.
- The objective of the Firm is to meet shareholder and stakeholder objectives.
- Agency theory for the relationship between shareholders management.
- Creative accounting and the case of "Enron."
- Preparing a strategic plan.
- Financial management and financial planning for financial management's scope, role, and responsibilities.
- Preparing a financial plan for the master budget.
- Forecasting future Cash flows.
- Time series analysis.
- Correlation and regression.
- Financial modeling.

### Unit 2: Financing The Plan

- Sources of finance are long-term and short-term.
- Evaluation of the types of finance.
- Equity finance.
- Debt finance.
- Hybrid finance and financial engineering.
- The dividend decision.
- The cost of capital.
- Weighted average cost of capital WACC.
- Capital asset pricing model CAPM.
- The capital investment process.
- Payback.
- Accounting rate of return ARR.
- Net present value NPV.
- Internal rate of return IRR.
- Capital investment appraisal.
- Capital rationing.

### **Unit 3: Preparing and Managing Budgets to Support the Financial Plans**

- Definition of budgets.
- The budgetary process.
- Types of budgets.
- Fixed.
- Flexible.
- Incremental.
- Zero based.
- Activity-based budgets.
- The purpose/benefits and problems/limitations of budgets.
- Setting/implementing adequate budgets and setting/eliminating the problems.
- Budgetary control.
- Responsibility accounting and absorption costing.
- Activity-based budgeting/costing ABB, ABC.
- Variance analysis.
- Cost behavior and break-even analysis.
- Sensitivity/what-if analysis.
- What if analysis is combined with "DuPont" analysis?

### **Unit 4: Managing and Controlling Cash Flow to Support the Financial Plan**

- Cash vs. profit.
- The cash conversion cycle.
- Calculating and managing the cash flow cycle.
- Cash flow ratios.
- Working capital.
- The cost of maintaining working capital.
- Maintaining the optimum level of working capital.
- Working investment ratios.
- Preparing a monthly cash flow forecast.

### **Unit 5: Managing Financial Risk**

- Risk management.
- Types of risk.
- Identifying risk - SWOT analysis.
- The significant quantitative and qualitative risks Facing Companies.
- Establishing a risk management strategy.
- Financial risk management and hedging techniques.
- Financial risks.
- Managing exchange rate and interest rate risk.
- Derivatives.
- Forwards.
- Futures.
- Options.
- Swaps.
- Risk management glossary of terms.



## **Corporate Financial Planning Tools and Techniques**

Incorporating the latest corporate financial planning tools and techniques is essential for effective financial forecasting, corporate planning, and budgeting.

This corporate financial planning and budgeting course will delve into the usage of various tools, and participants will get hands-on experience in implementing these tools for creating robust financial plans and controlling financial operations.

This segment is crucial for those aiming to become certified corporate financial planning and analysis professionals.

## **Business Budgeting and Financial Control**

Effective business budgeting and financial control are cornerstones of a controlled financial corporation.

This section of the corporate financial planning and budgeting course will explore how to prepare and manage budgets within the corporate financial planning and budgeting framework.

By the end of this corporate financial planning and budgeting course, participants will be capable of demonstrating proficiency in the budgetary process, a critical skill for aspiring financial controllers and those seeking certification in financial control courses.



**Registration form on the :  
Corporate Financial Planning, Budgeting & Control Course**

**code:** 2016 **From:** 02 - 06 Dec 2024 **Venue:** Casablanca (Morocco) **Fees:** 3000 **Euro**

Complete & Mail or fax to Mercury Training Center at the address given below

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