MERCURY

Financial Analysis, Planning & Control Course

21 Jul - 01 Aug 2025
Vienna (Austria)

Financial Analysis, Planning & Control Course

Ref.: 2007_291294 **Date:** 21 Jul - 01 Aug 2025 **Location:** Vienna (Austria) **Fees:** 8500 **Euro**

Introduction

Financial analysis, planning, and control provide an understanding of the various aspects of an organization, including what financial planning and analysis do to enhance financial decision-making and control.

The financial planning and analysis course strongly emphasizes the practical application of economic and financial models and analysis, which are utilized to evaluate the strategic and operational positions of the organization.

This financial planning and analysis training exemplifies critical financial planning best practices. It incorporates planning and analysis tools tailored to business needs.

By attending the financial planning and analysis course, participants will become adept at planning, assessing performance, and understanding the organization's financial health.

Financial planning and analysis are pivotal in guiding strategic decisions, and this financial analysis and planning course equips participants with the technical expertise required to delve into the financial and risk assessment aspects of their roles.

Targeted Groups

- Finance managers.
- Financial officers, controllers, and accountants.
- Treasurers, corporate planning, and business development professionals.
- Managers and professionals from other non-financial areas want to grasp the financial aspects of analysis, planning, and control.

Course Objectives

By the end of this financial analysis and planning course, participants will be able to:

- Plan more effectively for the future.
- Implement financial planning and analytics instruments for planning and control.
- Enhance performance through the adept use of tools for economic and financial analysis.
- Connect planning and budgeting with costing and performance measurement.
- Expand their financial knowledge for better management of the financial aspects of their role.
- Boost their confidence in dealing with financial issues and professionals.
- Utilize financial considerations to support organizational strategic decisions.
- Select suitable quantitative analysis tools for investment, operations, or financing decisions.
- Gain insights into strategic planning and budgeting.
- Learn business terminology for costing and budgeting.
- Comprehend the significance of a robust costing and budgeting process.
- Accurately grasp cost behavior.

Targeted Competencies

- Interpretation of financial statements.
- Processing of financial data.
- Proficiency in economic and financial analysis.
- Risk management strategies.
- Financial forecasting capabilities.

Course Content

Unit 1: The Challenge of Financial Economic Decision-Making

- Financial-economic analysis best practices.
- Maximizing corporate and shareholder value.
- Strategic benchmarking and competitor analysis.
- Tackling the agency problem and improving corporate governance.
- Selecting relevant information and data for analysis.
- Understanding the nature of financial statements
- The context of financial analysis and planning decision-making.

Unit 2: Assessment of Business Performance

- Conducting ratio analysis for comprehensive business performance evaluation.
- Insights on management perspectives.
- Owners' point of view.
- Lenders' point of view.
- A system-based view of ratios - pyramids of ratios.
- Integrating financial performance through the "Dupont" system.
- Appraisal of economic value added EVA.
- Techniques for predicting financial planning best practices distress.

Unit 3: Projection of Financial Requirements

- The interrelationship between financial forecasts and projections.
- Creating operative budgets.
- Implementing standard costing, planning, and variance analysis.
- Developing cash forecasts and budgets.
- Sensitivity role of financial planning and analysis.
- Understanding the dynamics of business growth systems.
- Utilizing operating leverage in planning and analysis.
- Best practices for crafting financial growth plans.
- The essentials of financial modeling.

Unit 4: Planning and Analysis of Investment Decisions

- Application of time-adjusted financial measures.
- Assessing Net Present Value NPV and Internal Rate of Return IRR.
- Investment decisions from a strategic perspective.
- Parallels between EVA and NPV.
- Advanced consideration for investment analysis.
- Equivalent annual cost EAC.
- Modified internal rate of return MIRR.
- Approaches to sensitivity analysis, scenario analysis, simulation, and NPV breakeven point determination.
- Management of investment risk and adapting to changing circumstances.

Unit 5: Valuation and Business Performance

- Strategies for maximizing shareholder value.
- Shareholder value creation in perspective.
- The evolution of value-based methodologies and their impact on firm performance.
- Value creation in business restructurings and combinations.
- Financial strategic orientation in acquisitions.
- Techniques and approaches for comprehensive business valuation.
- Business restructuring and reorganizations.
- Management buyouts MBOs and management buy-ins MBIs

Unit 6: Strategic and Financial Planning

- The differing roles of financial vs. managerial accounting.
- Exploring synergies between strategy, budgeting, costing, and performance measurement.
- Strategic planning fundamentals and their importance.
- Mission, vision, refining strategy, setting goals, and financial objectives.
- Engagement with external and internal environmental analyses: SWOT and PESTEL.
- What is happening in your company?
- Identifying drivers of value creation within a company

Unit 7: The Framework for Budgeting

- The concept and purpose of budgeting.
- Understanding the budgeting framework.
- Exploration of various budget types.
- Delving into the budgeting process and accounting for human factors.
- Executing sales forecasting and budgeting schedules.
- What is your company's budgeting process?
- Comparing Top-down and Bottom-up budgeting methods.
- Advantages of incremental vs. zero-based budgeting.

Unit 8: Cost Financial Analysis for Budgeting

- Defining and classifying costs within an organization.
- Behavioral analysis of costs fixed and variable expenses.
- Utilizing breakeven models through the equation method.
- Embracing the contribution margin concept.
- Distinguishing between direct and indirect costs.
- Contrast between traditional and activity-based costing systems.
- Differentiating product vs. period costs.

Unit 9: Controlling The Budget Variances

- Assessing the budget organization within a company.
- Analyzing budget variances at departmental and project levels.
- Budget variance analysis and planning.
- Differentiating between a static and a flexible budget.
- Calculating flexible-budget variances and sales-volume variances.
- Using standard costs for practical variance analysis.
- Integrating continuous improvement frameworks into variance analysis procedures.

Unit 10: Beyond Budgeting, Broadening Performance Measurement Systems

- Highlighting the pros and cons associated with budgeting.
- Strategies for enhancing budgeting practices in an organization.
- Exploring innovative practices that extend beyond traditional budgeting.
- Implementing the Balanced Scorecard to create linkages between strategy, budgeting, and performance measurement.
- Building financial and customer perspectives.
- Internal business process, learning, and growth perspectives.
- Adapting and developing the scorecard to fit organizational needs.

Registration form on the :
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