

# Advanced Planning, Budgeting & Forecasting

Finance, Accounting, Budgeting  
Casablanca (Morocco)  
17 - 21 Feb 2025

UK Training

# PARTNER

The background of the entire page features a chessboard with several chess pieces. In the foreground, a large gold king piece is prominent on the right, with a silver pawn to its left. Another silver pawn is visible further back on the left. The chessboard is overlaid with a pattern of concentric, light gray circles that radiate from the center, creating a sense of depth and focus.

## Advanced Planning, Budgeting & Forecasting

**Ref:** 3068\_126941 **Date:** 17 - 21 Feb 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 Euro

### Introduction

This leading-edge Budgeting, Forecasting, and the Planning Process training provide the theoretical basis and necessary skills to develop world-class strategic planning, forecasting, and budgeting processes. A strategy is a long-term plan of what an organisation is going to do to achieve its overall policy. This Finance & Budgeting training seminar will enable delegates to develop a framework that links strategies to annual budget and targets and aims for world-class levels of management and organisational performance.

A budget is a short-term plan of how an organisation quantifies the operational activities required to achieve its long-term strategy. This Budgeting, Forecasting, and the Planning Process training course will provide delegates with the skills and forecasting techniques to develop a budget as a plan, and use control budgets and analysis of variances to actual to identify areas in which financial performance may be improved.

### Course Objectives of Budgeting, Planning & Forecasting

- Create budget templates and models for their departments or organizations
- Improve their ability to think strategically and participate in the integration of the organisation's strategic management and budgeting processes
- Use forecasting techniques most appropriate to their organisation's strategic planning and budgeting
- Apply the techniques that relate to the key principles of financial management: shareholder wealth maximisation; cash flow; time value of money; risk
- Appreciate the behavior of costs and identify the costing methods that may best be used in financial planning, budgeting, and budgetary control
- Use best practice to develop operating budgets, capital expenditure budgets, and cash flow budgets and forecasts in line with organisational strategic objectives

### Budgeting, Planning & Forecasting Course Outlines

#### Day 1

#### Strategic Management and Financing

- Strategic Analysis, Strategic choices, and evaluation, and strategic implementation

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The text is positioned over a background of a chessboard with several chess pieces (a king, a pawn, and a knight) visible.

- The Links between Strategy, Forecasting, Planning, Budgeting, Performance Measurement
- Strategic capability and avoiding the Spiral of Death
- Shareholder Wealth maximisation, Corporate and Shareholder value creation
- Financial Strategy, Dividend Policy, the Agency Problem, and Corporate Governance
- Long-term Financing
  - Debt and Equity; Cost of Equity using Dividend Growth and Capital Asset Pricing Model CAPM
  - Cost of Debt; Weighted Average Cost of Capital WACC
- Capital Structure Optimisation Models to minimise WACC
- Using Strategy Maps to link strategies to Performance Measurement: The Balanced Scorecard

## Day 2

### Financial Planning, Forecasting, and Risk Analysis

- The Financial Planning Process and Modelling using Excel
- Statistical Forecasting Tools and Techniques
  - Time series; moving averages; exponential smoothing
  - Pareto Analysis; trend progression; linear regression; correlation
- Forecasting long- and short-term sales revenues, and sales pricing
  - Porter's generic strategy of cost leadership and differentiation
  - Bowman's strategy clock; full cost pricing; marginal cost pricing
  - Target cost pricing; life-cycle costing; *kaizen* costing; value-based pricing
- Using Excel for Optimum Product mix decisions
- Short-term Financing, Working Capital, and the Cash Operating Cycle
- Direct and Indirect Cash Flow Analysis and Cash Flow Forecasting using Excel
- Uncertainty and Risk
- The Choices available to minimise and mitigate risk

## Day 3

### Cost Analysis Techniques

- Cost Behaviour and Activities
- Fixed and Variable Costs, Direct and Indirect Costs
- Product Costs and Period Costs
- Cost Allocation and Absorption of Overheads
- Absorption or Full Costing
- Marginal Costing
- Cost-Volume-Profit CVP and 'what-if' analysis using Excel
- Activity-Based Costing ABC and Activity-Based Management ABM

## Day 4

### Budgeting, Budgetary Control, and Performance Improvement

- To Budget or Not - Purposes and Reasons for Budgets
- Stages in the Budget Preparation Process

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**

- Preparation of the Master Budget
- Activity-Based Budgeting ABB
- Responsibility Accounting and Variance Analysis
- Advantages, Disadvantages, and Behavioural Aspects of Budgeting
- The Conflict between Performance Improvement and the Costing System
- Lean thinking and integrating continuous performance improvement into the Budget Process

## Day 5

### Project Appraisal and Capital Budgeting

- The Time Value of Money
- Future Values
- Present Values
- Discounted Cash Flow DCF
- Capital investment Project Appraisal
- Project Risk & Sensitivity Analysis
- Capital Rationing
- Capital Budgeting and the Profitability Index PI

UK Training

**PARTNER**



## Blackbird training cities

Accra1 (Ghana)

Amman (Jordan)

Amsterdam (Netherlands)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston,Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Traininig  
**PARTNER**





## Blackbird Training Category



Human Resources



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



## Blackbird training Clients



UK Training  
**PARTNER**



**BLACKBIRD**  
FOR TRAINING

**LONDON TRAINING PROVIDER**



[www.blackbird-training.com](http://www.blackbird-training.com)



[training@blackbird-training.com](mailto:training@blackbird-training.com)



+44 7480 775526 / +44 7401 177335