Accounting, Decision Making & Financial Communication

19 – 23 April 2027
Casablanca (Morocco)

UK Traininig
PARTNER



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Ref: 321598_164940 **Date:** 19 – 23 April 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Why This Course

Sound financial understanding is at the heart of every successful organization. Whether making investment decisions, managing budgets, or communicating results to stakeholders, professionals must be able to interpret financial data accurately and translate it into meaningful action. Strong technical knowledge alone is not enough—clarity in communication and strategic insight are equally essential.

This comprehensive one-week program is designed to strengthen participants' capabilities in accounting, financial analysis, budgeting, and performance management. By combining core financial principles with practical exercises and real-world applications, the course enables professionals to make informed decisions, improve profitability, and communicate financial information with confidence.

What You'll Learn and Practice

By attending this program, you will be able to:

- Interpret and analyze financial statements to support sound business decisions.
- Develop structured budgeting and forecasting processes.
- Apply cost analysis techniques to enhance efficiency and profitability.
- Communicate financial information clearly to both financial and non-financial stakeholders.
- Design and implement performance measurement systems using KPIs and strategic tools.
- Recognize and address ethical considerations in financial reporting and decision-making.

The Program Flow

Day 1: Fundamentals of Financial Accounting

- Core accounting principles and financial statement structure
- Interpreting and analyzing the balance sheet
- Understanding income statements and cash flow statements
- Key financial ratios and performance indicators

Day 2: Cost Accounting and Decision-Making

- Cost behavior patterns and break-even analysis
- Activity-Based Costing ABC and practical applications
- Relevant costing techniques for managerial decisions
- Capital budgeting methods and investment appraisal tools



Day 3: Budgeting and Performance Management

- The budgeting cycle and different types of budgets
- Flexible budgeting and variance analysis
- Developing KPIs and using the Balanced Scorecard
- Performance evaluation and responsibility accounting

Day 4: Financial Analysis and Forecasting

- Advanced financial statement analysis techniques
- Financial modeling and scenario planning
- Cash flow forecasting and liquidity management
- Business valuation approaches for strategic decisions

Day 5: Financial Communication and Ethics

- Presenting financial data effectively and persuasively
- Communicating financial performance to diverse stakeholders
- Ethical standards in financial reporting and governance
- Case studies in financial analysis and strategic decision-making

Individual Impact

Participants will leave the program with:

- Greater confidence in making data-driven financial decisions.
- Practical tools for preparing and managing budgets effectively.
- Stronger analytical skills for evaluating performance and investment options.
- Enhanced ability to communicate financial insights clearly and professionally.

Organizational Impact

Organizations will benefit from:

- Improved financial planning and resource allocation.
- More accurate forecasting and performance monitoring.
- Better-informed strategic decisions grounded in financial analysis.
- Stronger transparency and accountability in financial communication.



Training Methodology

- Interactive financial analysis workshops
- Real-world case studies and applied exercises
- Group discussions and scenario-based problem solving
- Budgeting simulations and performance measurement activities
- Practical presentations with structured feedback

Beyond the Course

By the end of the one week, participants will be prepared to:

- Analyze financial information with clarity and strategic perspective.
- Align budgeting and cost management practices with organizational goals.
- Communicate financial performance in a clear, structured, and ethical manner.
- Contribute more effectively to sustainable growth and long-term business success.

