BLACKBIRD FOR TRAINING

Corporate Financial Planning, Budgeting & Control

31 May – 4 June 2027
Lyon (France)



Corporate Financial Planning, Budgeting & Control

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Introduction

In today's fast-paced business environment, corporate financial planning, budgeting, and control are integral to ensuring long-term success and sustainability. Effective corporate financial planning not only guides an organization towards its mission, vision, and goals, but also strengthens decision-making processes, enhances profitability, and mitigates financial risks.

This comprehensive Corporate Financial Planning, Budgeting & Control training seminar is designed for professionals seeking to deepen their understanding of how to make informed corporate financial decisions. With the increasingly volatile international marketplace, organizations of all sizes face challenges in maintaining liquidity, reducing financial risk, and increasing profitability. This course offers practical tools and techniques to help organizations navigate these challenges and develop robust financial plans.

Whether you're looking to improve your corporate financial planning and analysis, enhance your budgeting techniques, or gain insights into financial control techniques, this training will equip you with the essential skills needed to manage finances strategically.

Course Objectives

By the end of the course, participants will be able to:

- Evaluate the various methods of finance and make successful capital investment decisions.
- Develop effective corporate financial plans aimed at maximizing returns and minimizing risks.
- Prepare, manage, and control business budgets that align with corporate financial planning.
- Identify, assess, and manage financial risks using industry best practices and financial instruments.
- Measure and manage financial performance effectively through KPIs and financial models.
- Understand and implement financial control techniques that support sustainable business growth.
- Gain insights into corporate financial planning best practices to enhance your organization's financial health and long-term viability.



Course Outlines

Day 1: Corporate Financial Planning

- Strategic Planning: Aligning financial plans with overall corporate strategy.
- The Objective of the Firm: Balancing the interests of shareholders and stakeholders.
- Agency Theory: Understanding the relationship between management and shareholders.
- Creative Accounting and the Case of Enron: Key lessons on ethical financial planning and controls.
- The Role & Responsibilities of Financial Management: Defining the scope of financial management and its core responsibilities.
- Preparing a Financial Plan: Developing the Master Budget to guide company finances.
- Forecasting Future Cash Flows and Financial Modeling: Understanding the role of financial planning and analysis in forecasting.
- Time Series Analysis, Correlation & Regression: Tools for analyzing financial trends and predicting future outcomes.

Day 2: Financing the Plan

- Sources of Finance: Exploring long-term and short-term financing options.
- Equity vs. Debt Financing: Comparing different forms of financing for strategic decision-making.
- Hybrid Finance & Financial Engineering: Innovative approaches to funding through hybrid financial instruments.
- The Dividend Decision: Analyzing the impact of dividend policies on company performance.
- Cost of Capital & WACC: Understanding Weighted Average Cost of Capital WACC and its implications for financial planning.
- Capital Asset Pricing Model CAPM: Using CAPM to evaluate investment opportunities.
- NPV & IRR: Applying Net Present Value NPV, Internal Rate of Return IRR, and Payback Period for investment evaluation.

Day 3: Preparing & Managing Budgets to Support the Financial Plan

- Budget Definition: Understanding what a budget is in business and its critical role in financial planning.
- Types of Budgets: Exploring fixed, flexible, incremental, and zero-based budgets.
- Purpose and Limitations of Budgets: Identifying the benefits and challenges associated with different budgeting techniques.
- Setting Effective Budgets: Eliminating common budgetary problems and setting achievable financial targets.
- Responsibility Accounting: Linking departmental budgets to responsibility centers.
- Activity-Based Budgeting ABB: Exploring the advanced costing techniques of Activity-Based Costing ABC and their application in financial planning.
- Variance Analysis & Break-even Analysis: Measuring performance and making adjustments using variance analysis.
- What-If Analysis: Conducting sensitivity analysis and combining it with D[illegible] Analysis to assess financial outcomes.



Day 4: Managing and Controlling Cash Flow to Support the Financial Plan

- Cash vs. Profit: Understanding the distinction and managing the cash conversion cycle.
- Cash Flow Ratios: Using key ratios to assess the liquidity and financial health of the business.
- Working Capital Management: Strategies for optimizing working capital to ensure operational efficiency.
- Forecasting Cash Flow: Developing monthly cash flow forecasts for better decision-making.
- Cost of Maintaining Working Capital: Evaluating the costs associated with managing working capital and ensuring its optimum level.

Day 5: Managing Financial Risk

- Risk Management: Understanding the importance of financial risk management and types of risk.
- Identifying Financial Risk: Using SWOT analysis to assess internal and external financial risks.
- Quantitative & Qualitative Risks: Exploring both quantitative and qualitative risks that can affect financial stability.
- Risk Management Strategy: Developing strategies to mitigate and control financial risks.
- Hedging Techniques: Introduction to derivatives forwards, futures, options, swaps for managing financial risks.
- Managing Exchange Rate & Interest Rate Risk: Exploring strategies to control exchange rate and interest rate risks.

Why Attend This Course: Wins & Losses!

This Corporate Financial Planning, Budgeting & Control seminar is designed for professionals seeking to deepen their understanding of corporate financial planning and its practical applications. By attending this course, you will:

- Master Budgeting and Financial Control: Learn how to implement financial control techniques and manage organizational finances effectively.
- Improve Financial Risk Management: Gain insights into financial risk management practices to safeguard your company's future.
- Enhance Corporate Strategy: Understand how to integrate corporate financial planning with strategic goals for maximum profitability.
- Acquire Real-World Tools: Implement budgeting techniques and financial planning strategies that directly contribute to company growth and profitability.
- Strengthen Decision-Making: Learn how to use financial tools like NPV, IRR, and WACC to make better investment decisions and allocate resources more efficiently.

Conclusion

The Corporate Financial Planning, Budgeting & Control course equips you with the skills to manage your organization's finances strategically and effectively. From corporate financial planning and analysis to budgeting techniques and financial risk management, this course provides a comprehensive toolkit for business leaders aiming to maximize profitability and minimize financial risk.



This training is perfect for financial professionals looking to enhance their understanding of corporate financial planning processes, improve financial decision-making, and contribute to organizational success. Join us to sharpen your skills in corporate financial planning and control, and become a more effective decision-maker in today's dynamic business environment.

