BLACKBIRD FOR TRAINING

Financial analyses

17 – 21 May 2027
Casablanca (Morocco)



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Ref: 3254166_302103 **Date:** 17 – 21 May 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

The Financial Analysis Course is a comprehensive program designed to equip participants with essential skills and knowledge for conducting in-depth financial analysis. Financial analysis is a cornerstone of decision-making and plays a pivotal role in assessing the financial health and performance of organizations. Understanding what financial analysis is and mastering its various methods of financial analysis can empower professionals to make informed decisions that drive business success.

This course provides a detailed exploration of financial planning and analysis, offering participants hands-on experience with financial statements analysis, financial forecasting techniques, and advanced tools like DuPont analysis and Economic Value Added EVA.

By the end of this program, participants will gain proficiency in basic financial analysis skills, learn to apply advanced techniques, and confidently evaluate financial performance. With a blend of theoretical concepts, practical exercises, and real-world case studies, this financial analysis certification will sharpen your ability to make sound financial decisions.

Course Objectives

- Develop a comprehensive understanding of financial analysis meaning and its role in business decision-making.
- Master the interpretation of financial statements analysis, including the income statement, balance sheet, and cash flow statement.
- Learn to use financial ratio analysis to evaluate performance, including profitability, liquidity, solvency, and efficiency ratios.
- Gain expertise in financial planning and analysis through effective forecasting techniques.
- Explore advanced tools like DuPont analysis and Economic Value Added EVA for deeper insights into financial performance.
- Build confidence in applying financial analysis methods to real-world scenarios to enhance decision-making and strategy formulation.



Course Outlines

Day 1: Introduction to Financial Analysis

- Understand what financial analysis is and its importance in corporate and investment decision-making.
- Learn the basics of financial statements analysis, including the income statement, balance sheet, and cash flow statement.
- Explore the financial analysis definition, its objectives, and its role in benchmarking and industry comparisons.

Day 2: Financial Ratio Analysis

- Introduction to the types of financial analysis, focusing on profitability, liquidity, and solvency ratios.
- Examine key ratios, such as gross margin, operating margin, return on equity ROE, and return on assets ROA.
- Understand why financial analysis is important by exploring liquidity ratios e.g., current ratio and solvency ratios e.g., debt-to-equity.

Day 3: Efficiency and Activity Ratios

- Analyze efficiency ratios like inventory turnover, receivables turnover, and payables turnover to assess operational performance.
- Learn how asset turnover ratios and the cash conversion cycle impact financial health and basic financial analysis skills.

Day 4: Forecasting Techniques and Advanced Tools

- Master financial planning and analysis through forecasting techniques such as trend analysis, regression analysis, and time-series forecasting.
- Dive into DuPont analysis to deconstruct ROE and gain a holistic view of performance.
- Explore advanced financial analysis tools like EVA to measure economic profit and improve strategic decision-making.

Day 5: Practical Application of Financial Analysis

- Conduct case studies and simulations on financial analysis and decision-making.
- Apply methods of financial analysis to evaluate investment opportunities and assess corporate health.
- Learn how to effectively communicate financial findings to stakeholders, a crucial skill in advanced financial analysis training.



Why Attend this Course: Wins & Losses!

- Gain clarity on what financial analysis is and its impact on organizational success.
- Master financial analysis methods and techniques for both basic and advanced scenarios.
- Develop expertise in financial planning and analysis to improve strategic decisions.
- Learn to use advanced tools like DuPont analysis and EVA for superior financial performance insights.
- Achieve a financial analysis certification that enhances your professional profile and boosts your market competitiveness.

Conclusion

This Financial Analysis Course is an invaluable resource for anyone seeking to understand what financial planning and analysis is and master both basic and advanced techniques. By diving deep into financial analysis practices, participants will enhance their ability to assess company performance, make informed investment decisions, and contribute significantly to their organization's financial strategy.

Whether you are a beginner aiming to develop basic financial analysis skills or a professional looking to excel in an advanced financial analysis course, this program is tailored to your needs.

Enroll today to elevate your expertise and take a major step toward becoming a certified financial analyst with the skills to thrive in today's competitive market!

