BLACKBIRD FOR TRAINING

Fundamentals and Principles of Financial Accounting

29 March – 2 April 2027
Casablanca (Morocco)

UK Traininig
PARTNER



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Ref: 3254882_324663 **Date:** 29 March – 2 April 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

The fundamentals and principles of financial accounting are essential skills for executives, team leaders, and managers in both public and private sector organizations.
Whether you're an early-career employee or a senior manager, understanding these principles will help you make informed financial decisions and improve organizational performance.
This training course is designed to provide you with a thorough and practical understanding of the core concepts of financial accounting and their real-world applications.
The content is tailored to professionals working across various sectors, including oil and gas, banking and financial services, telecommunications, government, project management, HR, and sales and marketing.
You'll gain essential skills to tackle financial challenges, support strategic goals, and stay updated with evolving financial practices.
By the end of this course, you'll be equipped to use these principles effectively to enhance organizational performance and boost your competitive edge.

Course Objectives

- Understand the fundamental concepts of financial accounting and their role in decision-making.
- Learn how to prepare basic financial statements: the balance sheet, income statement, and cash flow statement.
- Analyze financial data to extract key performance indicators.
- Apply tools and techniques for daily financial accounting tasks.
- Understand financial accounting principles according to international standards.
- Develop skills to read and interpret financial reports effectively.
- Gain the ability to identify and manage financial risks.
- Strengthen practical skills to improve your organization's financial performance.

Course Outlines

Day 1: Introduction to Financial Accounting Principles and Their Role in Business

- Define financial accounting and explain its importance for transparency.
- Clarify the connection between financial accounting and strategic management.
- Review key accounting principles such as accrual basis and historical cost.
- Discuss the differences between financial and managerial accounting.
- Provide real-world examples of how accounting principles apply in business.
- Lay the foundation for understanding key financial statements.



Day 2: Key Financial Statements and Their Components

- Offer a detailed explanation of the balance sheet components.
- Explain how to prepare an income statement and its significance.
- Present the cash flow statement and its role in analyzing liquidity.
- Explore the relationships between different financial statements.
- Analyze core financial ratios derived from these statements.
- Use real-world case studies to understand financial statements in depth.

Day 3: Tools and Techniques for Preparing and Analyzing Financial Data

- Review modern tools and software used in financial accounting.
- Discuss how to prepare internal and external financial reports.
- Learn the basics of internal auditing to ensure data accuracy.
- Explore best practices for financial data analysis.
- Engage in practical exercises to analyze financial data in workplace contexts.
- Study real-world examples to bridge theory and practice.

Day 4: Financial Risks and Challenges in Accounting

- Understand the types of financial risks organizations face.
- Explore strategies for managing and mitigating financial risks.
- Discuss regulatory and legal challenges impacting financial accounting.
- Analyze real-world examples of managing financial crises.
- Examine the role of financial accountants in protecting the organization.
- Encourage peer discussions to share experiences with financial challenges.

Day 5: Final Evaluation and Action Plan for Applying Financial Accounting Concepts

- Provide a comprehensive recap of the core concepts and tools learned.
- Analyze an advanced case study to put knowledge into practice.
- Conduct a final evaluation to measure participants' understanding.
- Share templates for creating a personal action plan to apply new skills.
- Offer practical tips to enhance on-the-job financial performance.
- Identify next steps for continued financial skill development.



Why Attend This Course: Wins & Losses!

- Build a solid and comprehensive understanding of financial accounting principles.
- Strengthen your financial decision-making capabilities.
- Gain practical skills in preparing and analyzing financial statements.
- Improve your ability to manage financial risks and meet regulatory requirements.
- Earn a recognized certification that adds value to your professional profile.
- Expand your professional network through interactive sessions.
- Learn practical, actionable knowledge to apply immediately.
- Contribute to boosting your organization's overall financial performance.

Conclusion

The "Fundamentals and Principles of Financial Accounting" course offers a valuable opportunity for anyone looking to build financial confidence and drive organizational success.

This program will provide you with practical tools and frameworks to analyze financial data and make informed strategic decisions.You'll also develop essential skills to manage financial risks and adapt to changing market demands.

Ultimately, you'll be able to apply these concepts directly to your organization to boost performance and ensure long-term success.This course isn't just about learning—it's a real investment in your professional future and leadership journey.

