



## Course : Fundamentals Of Finance & Accounting

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|---------------------|------------|-------------------|------------------------|
| <b>City :</b>       | Doha       | <b>Hotel :</b>    | The Ritz-Carlton, Doha |
| <b>Start Date :</b> | 2025-11-30 | <b>End Date :</b> | 2025-12-04             |
| <b>Period :</b>     | 1 Week     | <b>Price :</b>    | 3950 \$                |

## Course Overview

This training program covers the essential concepts and practices in finance and accounting, providing participants with a strong foundation in financial management and accounting principles. It empowers participants to make informed financial decisions and apply accounting techniques effectively within their organizations.

## Course Objectives

**By the end of the Fundamentals of Finance and Accounting training course, you will be able to:**

- Demonstrate a solid understanding of the core principles and practices of finance and accounting.
- Strengthen your ability to analyse and interpret financial statements with confidence.
- Develop accurate financial forecasts to support a wide range of business decisions.
- Apply proven techniques for effective investment decision-making.
- Contribute actively and knowledgeably to budgeting and strategic planning processes.

## Target Audience

- New finance and accounting professionals.
- Business managers and executives.
- Entrepreneurs and business owners.
- Non-financial managers seeking financial literacy.

## Methodology

This Fundamentals of Finance and Accounting training course will be structured as a highly participative training course with formal presentations, case studies and interactive worked examples. Relevant examples and case studies illustrate the application of each of the topics covered and ample opportunities are provided to develop useful and practical business finance skills that can be effectively applied in your work environment.

## Course Outline

### DAY 1 :Foundation Principles of Finance and Accounting

- Understanding the role of finance and accounting in modern business
- Identifying and addressing stakeholder needs
- Fundamentals of financial accounting
- The five key elements of financial statements
- Purpose, structure, and format of financial statements
- Creative accounting and fraud: risks and implications

### DAY 2 :Financial Statement Analysis and Interpretation

- Essential tools of the financial analyst
- Measuring and managing return on investment (ROI)
- Asset management efficiency and performance metrics
- Capital structure, risk, and financial stability
- Investor-focused financial analysis
- Cash flow analysis and strategies for improvement

### DAY 3 :Financial Forecasting and Business Performance

- Introduction to financial forecasting techniques
- Cost behaviour and profit drivers
- Forecasting sales, revenues, and profitability
- Identifying the key drivers of business cash flow
- Forecasting short-term and long-term cash flows
- Early warning indicators of business distress and failure

### DAY 4 :Business Funding and Investment Decision-Making

- Purpose and elements of financial strategy
- Sources and cost of business finance
- Achieving an optimal capital structure
- Principles of capital budgeting
- Discounted Cash Flow (DCF) analysis in practice
- Cash flow-based approaches to capital investment decisions

### DAY 5 : Financial Planning and Budgeting for Success

- The role of planning and budgeting in organizational performance
- Common approaches and methodologies in budgeting
- Behavioural aspects and challenges of budgeting processes
- Criticisms and limitations of traditional budgeting systems
- Rolling forecasts as a modern alternative to static budgets
- Developing financial forecasts driven by key performance indicators