



Course : Financial Accounting Fundamentals

City :	Doha	Hotel :	The Ritz-Carlton, Doha
Start Date :	2025-11-23	End Date :	2025-11-27
Period :	1 Week	Price :	3950 \$

Course Overview

Financial skills and knowledge are essential for managers in all organizations, particularly given the more challenging business and economic climate and increased financial delegation. This interactive and engaging program provides a solid foundation in finance and accounting to equip senior professionals who may need more formal training in these areas with the necessary skills to engage comfortably in financial discussions with peers and professionals.

Course Objectives

By the end of this Fundamentals of Finance & Accounting training course you will have learned to:

- Understand the principles and practice of finance and accounting
- Develop your skills in analysing and interpreting financial statements
- Prepare financial forecasts for a range of business applications
- Apply effective techniques to investment decision-making
- Take an informed and active role in budgeting and planning processes

Target Audience

- Accounting assistants
- Retail investors
- Financial analysts
- Relationship managers
- Financial advisers
- Financial planners

Methodology

- Interactive lectures
- Solving Practical problems

- Case study
- Presentations
- Group discussions
- Query solving sessions
- Use of latest tools

Course Outline

Day 1: Foundational Principles

- Identifying and Meeting Stakeholder Needs
- The Role of Finance and Accounting in Modern Business
- Fundamentals of Financial Accounting
- Understanding the Five Elements of Financial Statements
- Purpose, Structure, and Format of Financial Statements
- Breaking the Rules: Creative Accounting and Fraud

Day 2: Analyzing and Interpreting Financial Statements

- The Financial Analyst's Toolkit
- Measuring and Managing Return on Investment (ROI)
- Measuring and Managing Asset Management Efficiency
- Measuring and Managing Capital Structure and Risk
- Financial Analysis from an Investor's Perspective
- Cash Flow Analysis and Improvement Strategies

Day 3: Introduction to Financial Forecasting Techniques

- Understanding Cost Behavior and Profit Drivers
- Forecasting Sales Revenue and Profit
- Identifying the Key Drivers of Business Cash Flow
- Forecasting Business Cash Flow
- Causes and Indicators of Business Failure
- Forecasting Business Distress and Failure

Day 4: Business Funding and Investment Decision-Making

- Financial Strategy: Purpose and Key Elements

- Sources and Cost of Business Finance
- Understanding and Achieving an Optimum Capital Structure
- Principles of Capital Budgeting
- Applying Discounted Cash Flow (DCF) Analysis
- A Cash Flow-Based Approach to Capital Investment Decisions

Day 5: Principles of Financial Planning and Budgeting

- The Role of Business Planning and Budgeting
- Common Approaches to Budgeting
- Behavioral Aspects of Budgeting
- Criticisms and Limitations of Budgeting Systems
- Replacing Budgets with Rolling Forecasts
- Developing Key Driver-Based Financial Statement Forecasts