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# Course: Financial Analysis, Modelling & Forecasting

| Code | City | hotel | Start | End | price | Language - Hours |
|---|---|---|---|---|---|---|
| FA-401SA | Jeddah | Hotel Meeting Room | 2027-02-07 | 2027-02-11 | 9950 SR | En - 25 |

## Introduction

A thorough grasp of the principles of financial analysis is a key competency needed for effective management of a business. This 5 day interactive program goes far beyond the typical financial analysis program. It uses both the principles of analysis and the power of Excel® to identify the strategic drivers that can dramatically enhance the shareholder value of your organization.

**Using Excel®, delegates will:**

- Develop the basics of strategic financial planning
- Apply the latest financial analysis techniques
- Use the tools of finance, such as the time value of money
- Determine key performance indicators in order to manage the drivers of business success
- Create tools to use within their own business

## Seminar Objectives

**On completion of this seminar delegates will be able to:**

- Identify the key steps in developing a financial model
- Analyse a company’s annual report identifying key performance indicators in order to understand what the numbers are really saying and make projections of future performance
- Understand the theory of interest and the time value of money and their applications

- Develop an Economic Value-Added model to see the organization from the shareholders' perspective
- Project the benefit of Capital Investment
- Learn how to use Excel® tools such as Solver, Goal Seeker, and Scenario

## Training Methodology

The training comprises teaching sessions covering each topic with demonstrations of the applications on each of the topics. Delegates then use the templates prepared in order to apply the knowledge gained on each section to short case studies, using Excel®. Additional practice cases are available for delegates who may develop the proficiencies more swiftly.

## Organisational Impact

Delegates will be confronted with the issues in financial management and analysis which are needed in order to be effective financial managers.

**They will emerge with:**

- A thorough understanding of the objectives of profitability and efficiency, essential for companies to succeed in a competitive environment
- The skill to use Excel® as a tool to assist in resolving issues
- Skills in basic modelling techniques which will enable them to build models appropriate to their company and industry.
- A greater understanding of the financial drivers of an organisation
- The ability to create "what if?" scenarios
- The skills to impact upon return on investment

## Personal Impact

**By attending the seminar each person will:**

- Develop an improved understanding of financial drivers
- Recognise the necessity of return on investment as an imperative for the company by which they are employed
- Improve their knowledge of the many applications of Excel® and their confidence in using this package
- Improve their career prospects
- Impact upon shareholder value
- Develop greater confidence in discussing financial strategy

## Who Should Attend?

- All financial professionals
- Financial management
- Department heads
- Internal auditors
- Project professionals
- Sales and marketing professionals
- R&D professionals
- and anyone who needs to understand the short and long-term financial impact of key decisions

## Programme Outline

**Day 1 – Introduction and overview of Financial Modelling and the International Business Environment**

• Define the Terms Model and Financial Model
• Learn the 10 steps to create good Financial Models
• Use Flowcharting Techniques to improve your model
• Overview of the strategic and operational aspects of a global business entity
• The Organizational Planning Model
• The Product/Decision/Information Cycle
• The Objectives of Financial Analysis
• Creating wealth by adding value
• Basic metrics of wealth creation and financial performance

**Day 2 – Analysing the Annual Report and Creating Shareholder Value**

• Ratio Analysis – The heart of Financial Analysis
• Use Excel® templates to calculate and interpret liquidity, leverage and profitability ratios
• Interpret the results of ratio analysis from an accrual accounting perspective
• The inter-relationship between the DuPont Formula and EVA®
• How to use the Altman Z-Score
• Use various investment surveys to benchmark the results of financial analysis
• What constitutes “Shareholder Value?”
• Finding the cost of equity
• Determine the Cost of Debt, Preferred Equity and Common Equity
• Calculate Weighted Average Cost of Capital (WACC)
• Develop the EVA© Model
• Impact of Acquisitions on WACC

**Day 3 – The Time Value of Money and the Steps in Building Financial Models**

• The impact time has on the value of money
• Understand the various interest calculations
• Using WACC and ROIC as benchmarks
• Use Excel®, to determine Present Value, Future Value, Net Present Value, Internal Rate of Return, Modified Internal Rate of Return
• Using IRR as a basis for capital project evaluation
• Situations that require models
• Models and Shareholder Value (EVA®)
• Identification of Forecast Validation Criterion
• Determination of Model and Forecast Horizons
• The recognition of risk in forecasts
• The Role of Assumptions in Financial Forecasting

**Day 4 – Evaluating Capital Project Proposals and Effective Management of Historical Data Using Excel®**

• Identify the various types of capital projects
• Discuss the capital project evaluation process
• Determining the initial and subsequent capital project cash flows
• Development of the “Hurdle Rate” for capital projects
• Discuss the use of “Terminal Value” in evaluating capital projects
• Use Excel® to evaluate capital projects by applying NPV, IRR, and Discounted Payback models
• Understanding the Approaches Used to Build Financial Forecasting Models
• Recognizing the Basic Patterns Inherent in Historical Data
• Using the Exploratory Data Analysis Tools Available in Excel®
• Key Factors in Determining the Proper Time Horizon to Choose for Your Model
• Determining Degrees of Reliability in Model Projections
• Selecting the Degree of Robustness and Sensitivity of the Model

**Day 5 – Use of Time Series Analysis and Evaluating Investment Portfolio's**

• Development of Time Series Models using histograms, moving averages, exponential smoothing, and regression analysis
• Mastering the use of Exponential Smoothing as a Data Analysis tool
• Validation of Time Series Analysis
• Appreciate the Meaning and Importance of Sensitivity Analysis
• Developing "What-if" Scenarios in Your Financial or Operational Models
• Using the Excel tools "Scenario and Goal Seek"
• Principles of risk measurement in individual shares
• Graphing expected return and risk using variance analysis
• Modern portfolio theory using the capital asset pricing model
• Managing a balanced portfolio
• Use Excel® to determine the beta of listed share on a securities market

**The Scandinavian Academy for Training Center** adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

**Program Timings:  9:00 AM to 2:00 PM**

**The program includes:**

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

# Our Success Partners

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