



Asia Masters Center

The Financial Excellence Program



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The Financial Excellence Program

Course Objective

- Acquire an understanding of the fundamentals of the successful management of corporate financial performance, from the development of strategy through planning and budgeting to performance monitoring and control
- Develop practical experience of the workings of a best practice financial performance management model, and of how to improve corporate financial performance in real-life
- Gain the insights required to win in the global marketplace, for example relating to:
 - Interpreting financial statements
 - Evaluating financial performance
 - Financial forecasting
 - The financing decision
 - Determining the cost of capital
 - Evaluating investment opportunities
 - Managing risk
 - Raise financial skills

Target Audience

- General Management
- Sales and Marketing
- Estimating and Costing

- Operations
- Engineering
- Project Management
- Procurement
- Logistics
- Asset Management
- Human Resources
- And any other financial and non-financial professionals that need or wish to understand the financial aspects of the strategic decision-making process.

Course Outline

- **DAY 1**
- **Corporate Financial Planning**
- Strategic Planning
- The Objective of the Firm – meeting Shareholder & Stakeholder Objectives
- Agency Theory – the relationship between Shareholders & Management
- Creative Accounting and the Case of Enron
- Financial Management & Financial Planning – the Scope, Role & Responsibilities of Financial Management
- Preparing a Financial Plan – the Master Budget
- Forecasting Future Cash-flows and Financial Modelling
- Time Series Analysis, Correlation & Regression
- **DAY 2**
- **Financing the Plan**
- Sources of Finance – Long Term & Short Term
- Evaluation of the Types of Finance – Equity vs. Debt Finance
- Hybrid Finance & Financial Engineering



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- The Dividend Decision
- The Cost of Capital and Weighted Average Cost of Capital (WACC)
- Capital Asset Pricing Model (CAPM)
- Accounting Rate of Return (ARR)
- Net Present Value (NPV), Internal Rate of Return (IRR) Capital Rationing & Payback
- **DAY 3**
- **Preparing & Managing Budgets to Support the Financial Plans**
- Definition of Budgets, the Budgetary Process and Budgetary Control
- Types of Budgets-Fixed, Flexible, Incremental and Zero Based
- The Purpose/Benefits & Problems/Limitations of Budgets
- Setting/Implementing Effective Budgets – Eliminating the Problems
- Responsibility Accounting and Absorption Costing
- Activity-Based Budgeting/Costing (ABB, ABC)
- Variance Analysis, Cost Behaviour, Break Even Analysis & Sensitivity/What If Analysis
- What-If Analysis combined with Du-Pont Analysis
- **DAY 4**
- **Managing and Controlling Cash Flow to Support the Financial Plan**
- Cash vs. Profit & The Cash Conversion Cycle
- Calculating and Managing the Cash flow Cycle
- Cash Flow Ratios
- Working Capital
- The Cost of Maintaining Working Capital
- Maintaining the Optimum level of Working Capital
- Working Investment Ratios
- Preparing a Monthly Cash Flow Forecast



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➤ DAY 5

➤ **Managing Financial Risk**

- Risk Management & Types of Risk
- Identifying Risk – SWOT Analysis
- The Major Quantitative & Qualitative Risks Facing Companies
- Establishing a Risk Management Strategy
- Financial Risk Management & Hedging Techniques
- Managing Exchange Rate & Interest Rate Risk
- Derivatives-Forwards, Futures, Options & Swaps
- Risk Management Glossary of Terms

➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.



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➔ The Cost Of The Training Program Includes The Following:

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

Price (USD)

Communicate with the training department
to know the participation fees

➤ **There are offers and discounts for groups**

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