



**COURSE OVERVIEW FM0004(KP4)**  
**Finance & Economic Analysis**

**Course Title**

Finance & Economic Analysis

**Course Date/Venue**

September 30-October 04, 2024/Al Khazna Tower - 15th Floor Meeting Room, Cubes Business Center, Abu Dhabi, UAE

**Course Reference**

FM0004(KP4)

**Course Duration/Credits**

Five days/3.0 CEUs/30 PDHs



**Course Description**



***This practical and highly-interactive course includes various practical sessions and exercises. Theory learnt will be able to build several financial models to demonstrate a practical application using the MS Excel Spreadsheet.***



This course is designed to provide participants with a detailed and up-to-date overview of financial analysis. It covers the required components of financial statement analysis; the role of financial reporting and analysis; the various types of audits including financial reporting standards; the International Financial Reporting Standards (IFRS) versus Generally Accepted Accounting Principles (GAAP); the components of income statement, balance sheet and cash flow; and the mechanisms of financial analysis techniques.



During this interactive course, participants will learn the vertical analysis and strategy, liquidity analysis, solvency analysis and profitability analysis; the market and valuation, Dupont analysis, limitation of ratio analysis, balance sheet and income statement combined analysis; the financial statement analysis, income statement and classifying expenses; the revenue and different types of reported profit metric; the balance sheet, current and non-current assets, tangibles and intangibles, liabilities and provisions; the working capital cycle, efficiency use of resources and capital structure; and the cash flow EBITDA cash conversion.



### Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on finance analysis
- Identify the required components of financial statement analysis and discuss the role of financial reporting and analysis
- Recognize the various types of audits including financial reporting standards
- Differentiate International Financial Reporting Standards (IFRS) versus Generally Accepted Accounting Principles (GAAP)
- List the components of income statement, balance sheet and cash flow
- Discuss the mechanisms of financial analysis techniques and apply vertical analysis and strategy, liquidity analysis, solvency analysis and profitability analysis
- Carryout market and valuation, Dupont analysis, limitation of ratio analysis and balance sheet and income statement combined analysis
- Evaluate financial statement analysis, analyze income statement and classify expenses
- Recognize revenue and the different types of reported profit metric
- Analyze balance sheet, current and non-current assets, tangibles and intangibles, liabilities and provisions
- Illustrate working capital cycle, efficiency use of resources and capital structure
- Analyze cash flow statement, define cash flow and CFADS (cash flow available for debt service) and apply EBITDA cash conversion

### Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Howard Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials, sample video clips of the instructor’s actual lectures & practical sessions during the course conveniently saved in a **Tablet PC**.

### Who Should Attend

This course provides an overview of all significant aspects and considerations of financial analysis financial managers and those who want to learn accounting to effectively analyze business problems, make better decisions and communicate results to drive organizational and financial performance.

### Course Fee


**US\$ 5,500** per Delegate + **VAT**. This rate includes H-STK® (Howard Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

**Course Certificate(s)**

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

**Certificate Accreditations**

Certificates are accredited by the following international accreditation organizations: -


- 

The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology’s courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant’s involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant’s CEU and PDH Transcript of Records upon request.

- 

British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

### Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Mr. Adel Fahim** is a **Senior Accounting & Finance Consultant** with over **20 years** of extensive experience in the areas of **Economic Evaluation & Risk Analysis, Financial Analysis Techniques, International Financial Reporting Standards (IFRS), Financial Statements Preparation, Preparation of Cash Flow in Accordance with IFRS, Reading & Interpreting Financial Statements, Advanced Consolidation & Financial Reporting, Interim Financial Reporting, Merger & Acquisition, Accounts**

**Payable Management, Account Receivables, Financial Analysis, Finance Management, Revenue Management, Bookkeeping, Fixed Assets Accounting, Warehouses Accounting, Cashflow Forecasting & Liquidity Management, Effective Budgeting, Life-Cycle Costing, Financial Operation & Planning, Financial Planning & Control, Financial Analysis for Performance Improvement, Financial Data Analysis, Fixed Asset Risk Management, Financial Modelling, Payroll Management & Accounting, Financial Accounting & Reports, General Accounts Reconciliations, Performance Evaluation by Effective Budgets, Feasibility Studies for Small & Medium Business, Cost Control & Analysis, Oil & Gas Accounting, Governmental Accounting, Cash Basis to Accrual Basis Conversion, Objective & Mechanism of Internal Auditing, Effective Budget Planning, VAT Awareness, Budget Estimation, Cost Reduction, Cost Estimating, Cash Management, Cost Benefit Analysis, Fixed Asset Inventory, Cost Management & Optimization, Debt/Collection Management, Revenue Management, Payroll Preparation, Financial Forecasting and Vendor Invoice Processing & Management.**

During his career life, Mr. Adel has gained his practical and field experience through his various significant positions and dedication as the **Branch Manager, Finance Manager, Accounting Manager, Chief Accountant, Senior Accountant, Financial Consultant, Junior Accountant** and **Senior Finance Consultant/Trainer** for companies like Ajjal Bookkeeping & Accounting Services, Kuwait Network Electronic Technology, Swiss Perfume Industries, Arabian Bemco Contracting, Region Trading Aggregate, Lantern Air Condition and Misr High Cool for Air Condition

Mr. Adel has a **Bachelor's degree in Commerce (Accounting)** and holds an **International Commercial Arbitration Diploma**. Further, he is a **Certified Instructor/Trainer** and has delivered numerous trainings, courses, seminars and workshops internationally.

### Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.





**Training Methodology**

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

**Course Program**

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

**Day 1: Monday, 30<sup>th</sup> of September 2024**

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	<b>PRE-TEST</b>
0830 – 0930	<b>Required Components of Financial Statement Analysis</b> Role of Financial Reporting & Analysis • Core Financial Statements & the Importance of the Annual Report • The Important Role of Notes & Supplementary Information • Objectives of Financial Statements Audit
0930 – 0945	Break
0945 – 1100	<b>Required Components of Financial Statement Analysis (cont'd)</b> Types of Audit • Financial Statement Analysis Framework • Financial Reporting Mechanics • Relationship, Elements & Classification of Financial Statements
1100 – 1230	<b>Financial Reporting Standards</b> The Importance of Reporting Standards in Security Analysis & Valuation • The Standards Setting Bodies
1230 – 1245	Break
1245 – 1420	<b>Financial Reporting Standards (cont'd)</b> International Financial Reporting Standards (IFRS) versus Generally Accepted Accounting Principles (GAAP)
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day One

**Day 2: Tuesday, 01<sup>st</sup> of October 2024**

0730 – 0930	<b>An Inside Look at Financial Statements</b> Income Statement Components • The Three Important Components of Income Statements • Revenue & Expense Recognition • Balance Sheet Components • Measurement & Classification • The Five Important Components of a Balance Sheet
-------------	---



0930 – 0945	Break
0945 – 1100	<b>An Inside Look at Financial Statements (cont'd)</b> Statement of Changes in Owners Equity • Cash Flow Statement • Operating, Investing & Financing Activities • Direct versus Indirect Methods in Cash Flow Preparation • Reading & Interpreting Cash Flow • The Cash Rich Standard
1100 – 1230	<b>Mechanisms of Financial Analysis Techniques</b> Vertical Analysis & Strategy: Balance Sheet & Income Statement Approaches • Horizontal, Trend Analysis & Growth • Liquidity Analysis • Current, Quick & Cash Ratios, Defensive Interval & Cash Conversion Cycle • Asset Management & Activity Ratios • Total & Fixed Assets Turnover • Solvency Analysis • Debt, Equity & Times Interest Earned Ratios • Profitability Analysis • Profit Margin, Gross Margin, Return on Assets, Return on Equity
1230 – 1245	Break
1245 – 1420	<b>Mechanisms of Financial Analysis Techniques (cont'd)</b> Market & Valuation • Price Earning & Earnings-Per-Share Ratios • DuPoint Analysis: The Three-Step & Five-Step Models • Limitation of Ratio Analysis • Balance Sheet & Income Statement Combined Analysis • Efficiency of Use of Resources • Return on Equity • Return on Capital • Capital Structure • (Net) Debt / EBITDA / EBIT / EBITA / Underlying Net Income / EPS
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Two

**Day 3: Wednesday, 02<sup>nd</sup> of October 2024**

0730 – 0930	<b>Financial Statement Analysis: Applications &amp; Presentations</b> Evaluating a Company's Past Performance
0930 – 0945	Break
0945 – 1100	<b>Financial Statement Analysis: Applications &amp; Presentations (cont'd)</b> Comprehensive Real Life Analysis of Publicly Traded Companies
1100 – 1230	<b>Analysis of the Income Statement</b> Capitalization vs Expense • Classification of Expenses: Cost of Sales, Operating Expenses • Revenue Recognition • Different Types of Reported Profit Metric • Gross Profit, Operating Profit, Net Profit, EPS • Cleaning Up the Reported Numbers • Exceptionals & Other One-Off Items
1230 – 1245	Break
1245 – 1420	<b>Analysis of the Income Statement (cont'd)</b> Core vs Non-Care • Profit Metrics More Indicative of Future Performance (and Why) • EBIT, EBITA, EBITDA, Underlying Net Income/EPS • Ratio Analysis • Growth Rates • Margins • Interest Cover
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Three



**Day 4: Thursday, 03<sup>rd</sup> of October 2024**

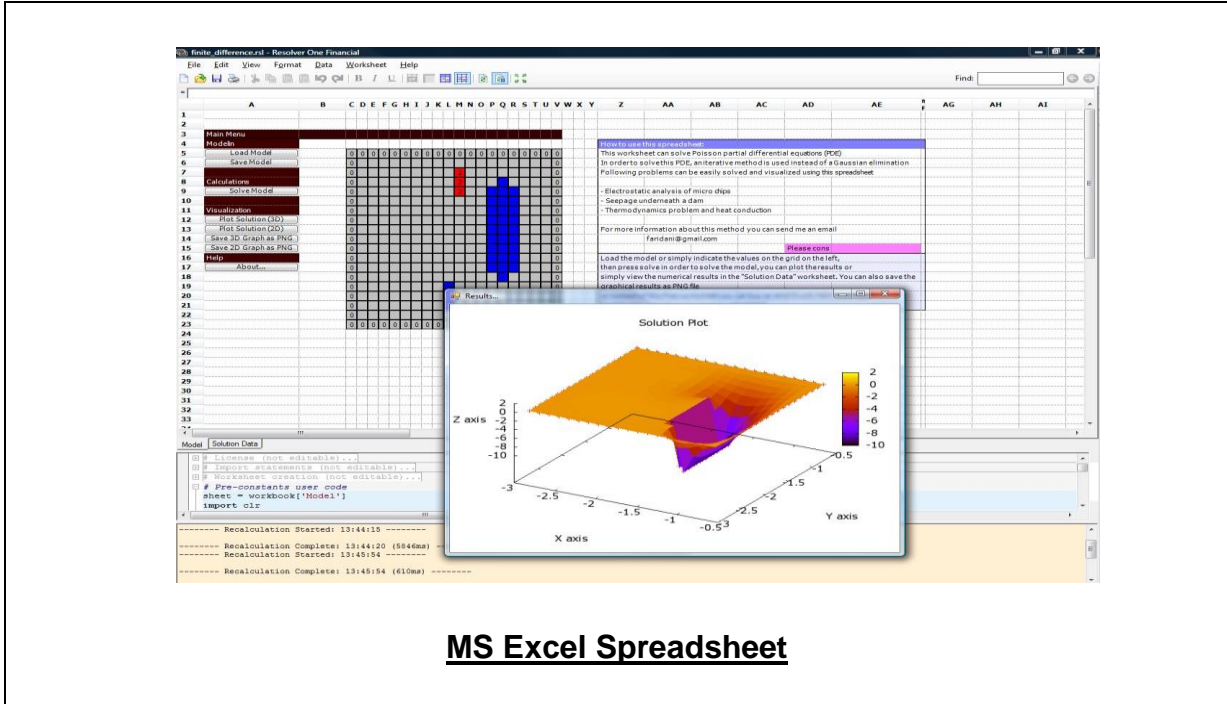
0730 – 0930	<b>Analysis of the Balance Sheet</b> Non-Current Assets • Intangibles – What can be Recognized • Tangibles – Carrying Values, Useful Lives & Impairments • Current Assets & Working Capital • Liabilities & Provisions
0930 – 0945	Break
0945 – 1100	<b>Analysis of the Balance Sheet (cont'd)</b> The Capital Structure • Debt • Equity Capital & Reserves • Pensions • Non-Controlling Interests
1100 – 1230	<b>Analysis of the Balance Sheet (cont'd)</b> Investments – AFS, JVs & Other Acronyms; Why are They Part of the Capital Structure • Ratio Analysis • Net Debt, Debt/Equity, Debt/Capital • Working Capital Cycle – Inventory Days, Receivable Days, Payable Days • Balance Sheet & Income Statement Combined Analysis
1230 – 1245	Break
1245 – 1420	<b>Analysis of the Balance Sheet (cont'd)</b> Efficiency of Use of Resources • Return on Equity • Return on Capital • Capital Structure • (Net) Debt/EBITDA
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Four

**Day 5: Friday, 04<sup>th</sup> of October 2024**

0730 – 0930	<b>Analysis of the Cash Flow Statement</b> Definitions of Free Cash Flow & CFADS (Cash Flow Available for Debt Service) • How to Analyze the Cash Flow Statement: Asset Management, Operational Management, Financing Strategy
0930 – 0945	Break
0945 – 1100	<b>Analysis of the Cash Flow Statement (cont'd)</b> EBITDA Cash Conversion • Capex/Depreciation
1100 – 1230	<b>Analysis of the Cash Flow Statement (cont'd)</b> Cash-Based Interest Cover • Cash Flow Drivers
1230 – 1245	Break
1245 – 1345	<b>Analysis of the Cash Flow Statement (cont'd)</b> PESTEL • Porter's Five Forces
1345 – 1400	<b>Course Conclusion</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course
1400 – 1415	<b>POST-TEST</b>
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course

**Simulator (Hands-on Practical Sessions)**

Practical sessions will be organized during the course for delegates to practice the theory learnt. Delegates will be provided with an opportunity to carryout various exercises using the simulator “MS Excel Spreadsheet”.



**Course Coordinator**

Mari Nakintu, Tel: +971 2 30 91 714, Email: [mari1@haward.org](mailto:mari1@haward.org)