

18 - 22 December 2011, Dubai, UAE

Course Overview:

The advanced course allows delegates to contribute more effectively to the organization through greater understanding of how money works in business and how they personally can influence company results. It develops learning gained on previous basic level training programs or from general knowledge in Marketing, Investments and Finance.

Who Should Attend?

The course is broadly intended for all levels of management and other specialist in financial planning and assessment. Employees expected to undertake specific projects, project managers, and top executives

Objective:

By the end of the program, delegates will be able to:

- ★ Read, understand and interpret financial information and develop decision making models
- ★ Understand how profit is achieved and what happens to it
- ★ Use the practical tools of measurement in operational and financial performance
- ★ Reorganize the difference between profitability and solvency
- ★ Use investment appraisal techniques to support project management and decision making
- ★ Recognize common financial difficulties affecting business
- ★ Understand how business profitability can be improved

Time & Place:

18 - 22 December 2011, Dubai, U.A.E

Language of Instruction:

All courses are in Arabic & English, unless otherwise specified.



The contents of the session

Day One:

(Pre-Feasibility section)

- ★ Introduction
- ★ Investment opportunities
- ★ Alternatives study

(Marketing section)

- ★ Defining output
- ★ Group case study
- ★ Market Demographics
- ★ Market Targeted Sectors
- ★ Market Niche
- ★ Market Time Plan
- ★ Output standard
- ★ Demand & Supply Formula
- ★ Field SPSS Survey
- ★ Market Gap
- ★ Group case study

Day Two:

- ★ Exponential forecasts

- ★ (SPSS-13) Survey
- ★ project capacity
- ★ pricing structure
- ★ Group case study
- ★ Market Campaigns
- ★ SWOT Analysis
- ★ Past experiences

Day Three:

(Technical "Engineering" section)

- ★ Know How selection study
- ★ Project Design capacity
- ★ Design specification & Alternatives
- ★ Costing center Calculation
- ★ Utilities and consumables
- ★ Project Management PMP
- ★ Location selection scheme
- ★ Case studies

Day Four:

(Economic and Financial section)

- ★ Present & Future Value
- ★ Economic Value (NPV) ROI, ROA,
- ★ Financial Risk Analysis
- ★ Useful techniques e.g. - Weighted
- ★ Average Cost of Capital (WACC)
- ★ Capital Budgeting Methods
- ★ Business plan Appraisal report

Day Five:

- ★ Purpose & Objective
- ★ Decision Making Under Uncertainty
- ★ Profitability
- ★ Cost-Volume-Profit (CVP) Analysis
- ★ Expected Value
- ★ Make-or-Buy & Disinvestments
- ★ Marginal Analysis Applications
- ★ Case studies