

FINANCIAL ANALYSIS FUNDAMENTALS

Casablanca - Morocco
18 - May 2026 - 22 - May 2026
\$5,500



GENTEX®
TRAINING CENTER



Introduction

In today's dynamic business environment, understanding financial statements is crucial for informed decision-making, effective resource allocation, and achieving organizational goals. This intensive five-day program, offered by Gentex Training Center, equips participants with the knowledge and practical skills needed to navigate the world of financial analysis. Through a comprehensive exploration of key financial statements, financial ratios, and financial modeling techniques, participants gain the ability to analyze a company's financial health, assess its performance, and make informed investment or business decisions.

Financial Analysis Fundamentals Course Objectives:

- Master the core principles of financial analysis and its role in business success.
- Gain a comprehensive understanding of the three main financial statements: balance sheet, income statement, and cash flow statement.
- Develop proficiency in calculating and interpreting key financial ratios for profitability, liquidity, solvency, and efficiency.
- Explore financial modeling techniques for forecasting future financial performance.
- Master the art of financial statement analysis to assess a company's financial health and risk profile.
- Understand the importance of industry benchmarks and comparative analysis for informed decision-making.
- Analyze real-world case studies to apply financial analysis techniques in practical business scenarios.
- Formulate a personalized action plan to utilize financial analysis knowledge within your role.



Course Methodology

This interactive program utilizes a participant-centric approach. It blends lectures from financial analysis experts, interactive workshops, real-world case studies, group discussions, and practical exercises. Participants actively engage in analyzing financial statements, calculating financial ratios, building financial models, conducting comparative analysis, and crafting action plans for integrating these skills within their specific roles. Through experiential learning, participants gain the practical skills and theoretical knowledge needed to become valuable assets in financial decision-making, contributing significantly to improved financial performance within their organizations.

Who Should Take This Course

- Finance professionals, accountants, and business managers seeking to enhance their financial analysis skills.
- Non-financial professionals involved in business decision-making who require a foundational understanding of financial statements.
- Entrepreneurs and investors seeking to evaluate potential investments and assess company performance.
- Anyone interested in gaining the ability to analyze financial data and contribute to informed decision-making within their organization.

Financial Analysis Fundamentals Course Outline:

Day 1: The Building Blocks of Financial Analysis: Understanding Financial Statements

- Unveiling the Importance of Financial Analysis in Business Decision-Making

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- Exploring the Three Key Financial Statements: Balance Sheet, Income Statement, and Cash Flow Statement
- Understanding Financial Statement Components and Line Items

Day 2: Unlocking Financial Ratios: Analyzing Performance and Risk

- Mastering Key Financial Ratios for Profitability, Liquidity, Solvency, and Efficiency
- Interpreting Financial Ratios to Assess a Company's Financial Health and Performance
- Identifying Industry Benchmarks for Comparative Analysis

Day 3: Financial Modeling Fundamentals: Building a Forecast for the Future

- Exploring Financial Modeling Techniques for Projecting Future Financial Performance
- Utilizing Spreadsheets to Build a Simple Financial Model
- Understanding the Importance of Assumptions and Sensitivity Analysis

Day 4: Financial Statement Analysis: Unveiling a Company's Story

- Mastering the Art of Financial Statement Analysis: Identifying Trends, Strengths, and Weaknesses
- Utilizing Financial Ratios and Industry Benchmarks for Comprehensive Evaluation
- Considering External Factors and Risks During Financial Analysis





Day 5: Integration and Implementation: Action Planning and Utilizing Financial Analysis Knowledge

- Formulating a Personalized Action Plan to Integrate Financial Analysis Knowledge Within Your Role
- Analyzing Real-World Case Studies to Apply Financial Analysis Techniques in Business Scenarios
- Discussing Best Practices and Ethical Considerations in Financial Analysis

Conclusion

By successfully completing this comprehensive program offered by Gentex Training Center, participants gain the knowledge and practical skills needed to become proficient in financial analysis. They will be equipped to analyze financial statements, interpret financial ratios, build financial models, and ultimately contribute significantly to informed decision-making within their organizations. This enhanced knowledge empowers them to become valuable players in financial planning, risk assessment, and achieving long-term organizational success.