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Course Name

Advanced Financial Analysis

Sector Name

Finance, Accounting and Banking

Document Type

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Advanced Financial Analysis

Course Introduction

This course brings together the key elements of financial statement analysis to help participants improve their financial analysis skills, enable them to ask the right questions, see the real risks facing businesses and investors, feel more confident in their ability to comment on business activities and performance, and analyze financial health for management. These skills and the required technical knowledge will be put into practice throughout the course using interactive examples and case studies, putting theory and technique into context.

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Advanced Financial Analysis

Target Audience

- ✓ Executives who have strategic financial oversight of their unit or organization
- ✓ Finance-related roles
- ✓ Accounting-related roles
- ✓ Marketing Managers
- ✓ Financial managers
- ✓ Affiliate marketing leaders
- ✓ Career Enhancers
- ✓ Digital Innovators
- ✓ Business owner / Entrepreneur
- ✓ General / Senior Accountant
- ✓ Business Project Manager
- ✓ Bank Branch Manager
- ✓ Structured Finance Senior Relationship Manager
- ✓ Finance Transformation Manager
- ✓ Risk Manager
- ✓ Investment Analyst

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Learning Objectives

- ✓ List and differentiate between the important components of basic financial statements
- ✓ Explain financial statements' ratios and formulate Excel sheets and graphs for financial statements analysis
- ✓ Illustrate creative accounting schemes and critique the validity of accounting rules used
- ✓ Assess the quality of financial reports and evaluate the quality of earnings and cash flows reported
- ✓ Analyze the financial position and performance of a company over a period of time and draw conclusions regarding its sustainability

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Advanced Financial Analysis

Course Outline

✓ Day 01

Introduction To Advanced Financial Analysis

- ✓ Users of financial data
- ✓ Types of available financial information and the annual financial report
- ✓ Content of the annual financial report and ways to read it
- ✓ Non-financial elements of the annual financial report and their importance
- ✓ Understanding the income statement, balance sheet and cash flow statement
- ✓ Other comprehensive income components
- ✓ How to access data from Tadawul, ADX, DFM, Bloomberg and Yahoo! Finance

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Course Outline

✓ Day 02

Assessing Quality Financial Reports

- ✓ Framework for assessing a company's quality of financial reports
- ✓ Potential problems that affect the quality of financial reports
- ✓ Defining the concept of sustainable and persistent earnings
- ✓ Beneish model: M-score to describe the degree to which earnings are manipulated
- ✓ Evaluating the earnings quality of a company
- ✓ Evaluating the cash flow quality of a company
- ✓ Indicators of balance sheet quality
- ✓ Sources of information about risk
- ✓ Case study: analysis and interpretation of company performance

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Course Outline

✓ Day 03

Basics Ofindustry Analysis And Analysing Ratios Using Excel

- ✓ Industry analysis: understanding Michael Porter's five forces shaping the industry's long-term profitability
- ✓ Common size analysis to improve comparability
- ✓ Calculating trends and growth patterns
- ✓ Ratio analysis to assess key aspects of company performance: − Profitability − Liquidity − Efficiency and working capital management − Financing structure and risk
- ✓ Altman Z-score to assess potential bankruptcy
- ✓ Using a graphical representation

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Advanced Financial Analysis

Course Outline

✓ Day 04

Integration Offinancial Statements Analysis Techniques

- ✓ Using a framework for financial statements analysis
- ✓ Evaluating the quality of a company's financial data
- ✓ Recommending adjustments to improve quality and comparability
- ✓ Case study: investment decision at Nestlé

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Course Outline

✓ Day 05

Financial Cosmetics And Creative Accounting

- ✓ Last In First Out (LIFO) versus First In First Out (FIFO) and the effect on profits and taxes
- ✓ Explaining LIFO reserve and LIFO liquidation
- ✓ Converting reported inventory from LIFO to LIFO for purposes of comparison
- ✓ Valuing inventory at net realizable value: looking for signals of obsolete inventory
- ✓ Analyst's consideration when examining inventory
- ✓ Evaluating how capitalizing versus expensing costs affect financial statements and ratios
- ✓ Effect of different depreciation methods on financial statements
- ✓ Impairment and revaluation of property, plant, and equipment
- ✓ The choice of operating lease or finance lease
- ✓ Using special-purpose vehicles for balance sheet manipulation
- ✓ Joint ventures: using the equity method
- ✓ Consolidation: inflating goodwill by using the full goodwill instead of the partial goodwill method
- ✓ Employees' compensation: completeness of end-of-service indemnity obligation
- ✓ Stock options and stock grants instead of bonuses
- ✓ Case study: creative accounting scandals of Enron, Worldcom, Parmala

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 23, 2026	Nov. 27, 2026	5 days	4250.00 $	UAE , Dubai
May 3, 2027	May 7, 2027	5 days	4250.00 $	UAE , Abu Dhabi
Sept. 13, 2027	Sept. 17, 2027	5 days	2150.00 $	Virtual , Online
July 19, 2027	July 23, 2027	5 days	4950.00 $	England , London
April 4, 2027	April 8, 2027	5 days	4250.00 $	Egypt , Cairo
April 18, 2027	April 22, 2027	5 days	4250.00 $	KSA , Riyadh

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