



Finance, Accounting and Banking

Certified Cost Controller

Course Introduction

This highly practical qualification has been specifically designed for those who have an understanding of the accounting processes. It assumes that there is this level of knowledge and provides new insights into the accounting and financial decision making processes. You will analyze case studies individually and in group discussions. Debate and interactive discussions are integral parts of the case study experience.

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

Learning Objectives

- Develop strategic decision models to improve your financial management
- Identify and forecast key value drivers and link them to financial strategy
- Leverage your organization's financial position for maximum corporate gain
- Implement successful strategies to undertake the financial controllership process within your organization
- Drive financial decision-making within your Organization

Course Outline

• Day 01

Module One

Nature And Objectives Of External Financial Reporting

- The objective of financial reporting
- The regulatory environment
- Strategic role of financial information

Where Has The Profession Gone Astray?

- A look at the Enron disaster
- Its short term ramifications and reactions
- Its long term implications

• Day 02

Module Two

Reporting Mechanisms And The Operation Of The Financial Markets

- Types of reports
- Relationship between the major financial statements
- The annual report – a more detailed analysis
- Manipulation of accounting reports – creative accounting
- Overview of the financial markets

New Developments In Financial Reporting

- Triple bottom line reporting
- Why is it used and what is the use of stakeholders?
- The Changing International Scene In Financial Reporting
- The introduction of the international accounting standards
- What is the impact geographically throughout the world?

• Day 03

Module Three

Recent Changes To The International Standards

- An update on the introduction of new standards
- What are the recent changes to the standards?
- What impact are they going to have on the profession?

Cash Flow Statement, Cash Management And Working Capital

- Structure and purpose of the cash flow statement
- Liquidity and solvency issues
- Effective cash management
- Optimizing the investment in working capital
- New emphases on cash – eg. Free cash flow

Financial Statement Analysis

This session looks at the methods that are used for measuring financial performance of companies. It looks at the traditional measures of analysis and then extends the analysis to include issues such as measuring cash flow.

- Risk analysis
- Common size financial statements
- Horizontal analysis
- Trend analysis
- Ratio analysis

• Day 04

Module Four

Alternative Ways Of Assessing Company Performance And Viability of Emerging Markets

- Different methods of predicting corporate failure, including the Altman Z Score and Argenti models

- Use of Free Cash Flow as a measure of corporate efficiency
- Looking at sustainability of organizations to maintain their growth

Business Valuation

- A look at valuation approach and methodology
- Why value a company?
- What are the methods used?

• Day 05

Module five

Measuring And Managing Intellectual Capital And Intangible Assets

- Sunrise in the new economy – a look at value shift
- Identifying intangible assets/intellectual capital
- The valuation proposition – why valuation is important
- Capital market effects of valuation
- Approaches to valuation
- Evidence in practice – companies that are measuring and reporting intellectual capital – how, why and the benefits conferred.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 5, 2025	May 9, 2025	5 days	4250.00 \$	UAE - Dubai
Aug. 11, 2025	Aug. 15, 2025	5 days	4950.00 \$	Netherlands - Amsterdam
Nov. 17, 2025	Nov. 21, 2025	5 days	4250.00 \$	UAE - Dubai