



Finance, Accounting and Banking

Measuring Financial Performance

Course Introduction

This training course is designed to provide participants with a comprehensive understanding of financial performance measurement. Starting with the fundamentals of financial statements, the course progressively covers detailed financial ratio analysis, budgeting and forecasting techniques, performance measurement systems, and advanced financial decision-making tools. Through a mix of theoretical insights and practical applications, participants will learn how to assess financial health, drive strategic decisions, and improve overall financial performance within their organizations. Interactive sessions, case studies, and hands-on exercises will ensure that participants can apply these concepts effectively in their professional roles.

Target Audience

This course is intended for finance professionals, managers, analysts, and anyone responsible for financial planning, analysis, and decision-making within their organization.

Learning Objectives

By the end of this training course, participants will be able to:

- Gain comprehensive understanding and skills to read, interpret, and analyze financial statements comprehensively.
- Develop a deep understanding of financial ratios and their implications for business performance.
- Obtain practical knowledge on budgeting, forecasting, and the techniques necessary for effective financial planning.
- Explore advanced performance measurement systems and their role in strategic management.
- Enhance abilities in advanced financial analysis and decision-making, preparing them for complex financial challenges.

Course Outline

• 01 Day One

Understanding Financial Statements

- The Balance Sheet: Assets, Liabilities, and Equity
- Income Statement: Revenue, Expenses, and Profit
- Cash Flow Statement: Operating, Investing, and Financing Activities
- Statement of Shareholders' Equity
- Key Financial Ratios: Liquidity, Solvency, and Profitability
- Common Size Statements: Vertical and Horizontal Analysis
- Interpreting Financial Statement Notes

• 02 Day Two

Financial Ratio Analysis

- Liquidity Ratios: Current Ratio, Quick Ratio
- Solvency Ratios: Debt to Equity, Interest Coverage
- Profitability Ratios: Gross Margin, Net Profit Margin, Return on Assets (ROA), Return on Equity (ROE)
- Efficiency Ratios: Inventory Turnover, Receivables Turnover
- Market Ratios: Earnings per Share (EPS), Price to Earnings (P/E) Ratio
- DuPont Analysis: Decomposing ROE
- Comparative and Trend Analysis

• 03 Day Three

Budgeting and Forecasting

- Types of Budgets: Operating, Capital, Cash Flow Budgets
- Budget Preparation Process
- Forecasting Techniques: Qualitative and Quantitative Methods
- Variance Analysis: Identifying and Analyzing Deviations
- Rolling Forecasts and Flexible Budgets
- Linking Budgets to Strategic Goals
- Scenario Planning and Sensitivity Analysis

• 04 Day Four

Performance Measurement Systems

- Balanced Scorecard: Financial and Non-Financial Metrics

- Key Performance Indicators (KPIs): Selection and Measurement
- Economic Value Added (EVA) and Residual Income
- Benchmarking: Internal and External Comparisons
- Performance Dashboards and Reporting Tools
- Linking Performance Measures to Incentive Systems
- Continuous Improvement and Feedback Loops

• 05 Day Five

Advanced Financial Analysis and Decision-Making

- Capital Budgeting: Net Present Value (NPV), Internal Rate of Return (IRR)
- Cost-Volume-Profit Analysis
- Break-Even Analysis
- Risk Analysis and Management: Sensitivity, Scenario, and Simulation
- Financial Modeling and Forecasting Tools
- Mergers and Acquisitions: Financial Due Diligence
- Strategic Financial Planning and Analysis

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 23, 2025	June 27, 2025	5 days	4950.00 \$	Austria - Vienna
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 8, 2025	Dec. 12, 2025	5 days	4250.00 \$	UAE - Abu Dhabi