

ADVANCED BUSINESS & FINANCIAL ANALYSIS

“Turning Complex Data into Competitive Advantage”

Schedule

Date	Venue	Fees (Face-to-Face)
12 - 15 Jan 2026	Doha, Qatar	USD 2995 per delegate
06 - 09 Jul 2026	Doha, Qatar	USD 2995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today’s rapidly evolving business landscape, characterized by economic uncertainty, global competition, and data complexity, financial acumen is a strategic necessity. Traditional financial assessments no longer suffice—leaders must understand operational performance, capital structure, valuation, forecasting, and risk exposure to make informed decisions.

This intensive four-day course equips professionals with the advanced analytical tools and techniques required to conduct in-depth business and financial analysis. Participants will engage in hands-on exercises, real-world case studies, and structured modeling activities to strengthen their capabilities in financial interpretation, forecasting, valuation, and strategic finance.

Objectives

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

- Conduct a detailed analysis of financial statements to assess operational and financial health.
- Develop and apply integrated financial models to support business planning and decision-making.
- Perform corporate valuation using DCF, comparable, and transaction analysis.
- Implement scenario and sensitivity analysis to assess risks and forecasts.
- Apply capital budgeting and investment appraisal techniques effectively.
- Understand and manage key financial and business risks.
- Communicate financial insights clearly to internal and external stakeholders.

Why Attend

- Gain practical, applied financial analysis and modeling skills used by top-performing professionals.
- Learn to use real data to drive business and investment decisions.
- Improve your ability to communicate complex financial insights effectively.
- Strengthen your leadership profile by mastering financial strategy tools.
- Build a robust professional network across industries.

Target Audience

This program is designed for:

- Financial analysts, controllers, and accountants looking to enhance their strategic skills.
- Business analysts, consultants, and strategy professionals involved in financial planning.
- Middle to senior managers accountable for financial performance and investment decisions.
- Corporate finance professionals, private equity analysts, and venture capitalists.
- Entrepreneurs seeking to strengthen their financial management and modeling capabilities.

Individual Benefits

Key competencies that will be developed include:

- Develop advanced financial analysis and Excel modeling proficiency.
- Gain confidence in evaluating projects, investments, and financial risks.
- Enhance your career prospects with in-demand analytical and decision-making skills.
- Translate financial data into actionable business insights.
- Strengthen communication and presentation skills for executive-level reporting.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improve the analytical capacity and decision-making skills of your finance teams.
- Drive more accurate forecasting, budgeting, and capital planning.
- Increase cross-departmental collaboration through financial literacy.
- Enhance organizational agility in responding to risk and market changes.
- Support leadership development and talent retention through advanced training.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Lectures - Conceptual overviews and frameworks
- Hands-on Exercises - Building dynamic financial models in Excel
- Case Studies - Real-world business cases for applied analysis
- Group Activities - Collaborative learning and scenario planning
- Interactive Q&A Sessions - Clarifying concepts and peer discussions
- Daily Reviews & Feedback - Reinforcing key takeaways through assessments

MAWA EVENTS

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Course Outline

4-Day Course Outline Training Hours: 7:30 AM – 3:30 PM Daily Format: 2-3 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

• Day 1: Financial Analysis & Interpretation

- Module 1: Understanding Financial Statements (07:30 – 09:30)
 - Overview of Income Statement, Balance Sheet, Cash Flow Statement
 - Purpose and structure of each financial report
 - Interconnection of financial statements for analysis
- Module 2: Horizontal and Vertical Analysis (09:45 – 11:15)
 - Identifying trends through multi-period analysis Common-size statements for comparative evaluation
- Module 3: Ratio Analysis for Performance Evaluation (11:30 – 01:00)
 - Profitability, liquidity, efficiency, and solvency metrics
 - Limitations of ratios and contextual interpretation
- Module 4: Applying Analysis to Real-World Cases (02:00 – 03:30)
 - Case study: financial health analysis of a real company
 - Group discussion and guided conclusions

Day 2: Financial Modeling & Forecasting

- Module 5: Financial Modeling Principles & Excel Setup (07:30 – 09:30)
 - Excel layout, best practices, and design flow
 - Structuring model inputs, assumptions, and naming conventions
- Module 6: Building Linked Financial Statements (09:45 – 11:15)
 - Developing dynamic income statements, balance sheets, and cash flows
 - Logical structuring and error prevention techniques
- Module 7: Forecasting Revenue, Costs & Capex (11:30 – 01:00)
 - Techniques for top-down and bottom-up forecasting
 - Modeling drivers of revenue, expenses, and capital expenditures
- Module 8: Forecasting Working Capital and Completing the Model (02:00 – 03:30)
 - Projecting inventory, receivables, payables
 - Integrating cash flow, debt schedules, and final checks

Day 3: Business Valuation & Investment Appraisal

- Module 9: Discounted Cash Flow (DCF) Valuation (07:30 – 09:30)
 - Estimating forecasted free cash flows and terminal value
 - WACC calculation and capital structure considerations
- Module 10: Sensitivity & Scenario Analysis (09:45 – 11:15)
 - Adjusting key assumptions
 - Building what-if models and evaluating outputs
- Module 11: Market-Based Valuation Methods (11:30 – 01:00)
 - Comparable company analysis
 - Precedent transaction benchmarking
- Module 12: Project Investment Decision Tools (02:00 – 03:30)
 - Applying NPV, IRR, payback period, and real options
 - Evaluating investment risk-return profiles

Day 4: Financial Risk & Strategic Decision-Making

- Module 13: Identifying and Measuring Financial Risks (07:30 – 09:30)
 - Market, credit, liquidity, and operational risk fundamentals
 - Value at Risk (VaR), stress testing, and scenario building
- Module 14: Capital Structure & Dividend Policy (09:45 – 11:15)
 - Cost of capital vs. capital structure optimization
 - Dividend decisions, share buybacks, and signaling theory
- Module 15: M&A Strategy and Financial Impacts (11:30 – 01:00)
 - Evaluating synergies and acquisition risks
 - Case walk-through: real M&A transaction
- Module 16: Final Case Study & Presentation (02:00 – 03:30)
 - Group-based financial analysis and board-style presentation
 - Feedback session and course wrap-up

Certification

Participants who complete the program will receive a **Certificate of Completion in Advanced Business & Financial Analysis**, recognizing the development of practical and strategic financial expertise.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training

Interested in running this course for your team?

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