



# FINANCIAL ANALYSIS AND EVALUATION FOR BUSINESS PLANNING AND DECISION-MAKING



## COURSE OVERVIEW

This intensive five-day course provides professionals with the essential tools and methodologies to perform comprehensive financial analysis and evaluations that support strategic business planning and decision-making. Participants will learn how to interpret financial statements, assess financial health, develop forecasts and budgets, conduct investment appraisals, and integrate financial insights into actionable business strategies. The course combines practical case studies, hands-on exercises, and group discussions to ensure participants can immediately apply what they learn in real-world business contexts.

## DATES, VENUES AND FEES



07 – 11 December 2025 - Dubai

(5 Days)

Fees

US\$ 4500

**Note:** Fee is per participant + 5% VAT (if applicable).  
Groups from the same company can enjoy a **discounted** price.

## WHO SHOULD ATTEND?

This course is appropriate for a wide range of professionals but not limited to:

- Business and financial analysts
- Strategic planners and decision-makers
- Finance and accounting professionals
- Corporate development managers
- Department heads and business unit leaders
- Entrepreneurs and start-up founders
- Anyone involved in financial planning, budgeting, or investment evaluation

## CONTACT US NOW

+971 (4) 4539841 – 42 – 43  
WhatsApp: +971 52 398 7781

Millennium Solutions Training Center FZ-LLC  
Block 2B, 1st Floor, Office 134, Knowledge Park, Dubai, UAE

Email: [info@mstcme.com](mailto:info@mstcme.com)  
Website: [www.mstcme.com](http://www.mstcme.com)





## ACCREDITATION



**This training course is certified by CPD.**

The CPD Certification Service is the leading independent CPD accreditation institution operating across industry sectors to complement the Continuing Professional Development policies of professional institutes and academic bodies. The CPD Certification Service provides support, advice, and recognised independent CPD accreditation compatible with global CPD principles. CPD is the term used to describe the learning activities professionals engage in to develop and enhance their abilities and keep skills and knowledge up to date. CPD Units are only awarded to programmes after each programme is scrutinised to ensure integrity and quality according to CPD standards and benchmarks.

## COURSE CERTIFICATE

**MSTC** certificate will be issued to all attendees completing a minimum of 80% of the total tuition hours of the course.

**CPD** internationally recognized certificate will be issued for all participants who will meet the course requirements. CPD certificates will be issued within a month of the successful completion of the course.

## TRAINING METHODOLOGY

- Expert-led sessions with dynamic visual aids
- Comprehensive course manual to support practical application and reinforcement
- Interactive discussions addressing participants' real-world projects and challenges
- Insightful case studies and proven best practices to enhance learning

## LEARNING OBJECTIVES

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

- Analyze and interpret key financial statements to assess organizational performance.
- Apply financial ratios and benchmarking to evaluate business efficiency and profitability.
- Develop and utilize financial forecasts and budgets for planning purposes.
- Evaluate investment and capital expenditure decisions using financial appraisal techniques.
- Integrate financial analysis into strategic decision-making and business planning.
- Communicate financial insights effectively to support executive decision-making.

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## COURSE OUTLINE

### DAY 1

#### **Financial Statement Analysis and Interpretation**

- Pre test
- Introduction to financial analysis and decision-making
- Overview of income statement, balance sheet, and cash flow statement
- Ratio analysis: profitability, liquidity, efficiency, and solvency
- Trend analysis and comparative financial analysis
- Workshop

### DAY 2

#### **Budgeting and Financial Forecasting**

- Role of budgeting in strategic planning
- Types of budgets: operating, capital, and cash budgets
- Techniques for financial forecasting
- Creating a driver-based financial model
- Exercise

### DAY 3

#### **Risk Analysis and Business Evaluation**

- Identifying and analyzing financial risks
- Sensitivity and scenario analysis
- Breakeven analysis and margin of safety
- Monte Carlo simulation overview
- Group exercise

### DAY 4

#### **Capital Investment Appraisal Techniques**


- Time value of money principles
- Investment evaluation methods: NPV, IRR, Payback, Profitability Index
- Cost of capital and weighted average cost of capital (WACC)
- Real options in investment decisions
- Case study

### DAY 5

#### **Strategic Financial Decision Making**

- Linking financial analysis with strategic planning
- Using KPIs and dashboards for performance evaluation
- Financial storytelling: Communicating financial results to stakeholders
- Capstone group exercise
- Course wrap-up and personal action planning
- Post test

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