

Course Title: Financial Analysis, Modeling, and Forecasting

Duration: 4 Weeks

Session Length: 1.5 hours each

Week 1: Introduction to Financial Analysis

- **Session 1: Understanding Financial Analysis**

- **Objective:** Familiarize yourself with the fundamentals of financial analysis and its significance in business.

- **Topics:**

- What is financial analysis? Definitions and key concepts
- Importance of financial analysis in decision-making
- **Overview** of financial statements (income statement, balance sheet, cash flow statement)

- **Activities:**

- Group discussion on the role of financial analysis in various industries
- Identify key financial metrics relevant to your work

- **Session 2: Financial Ratios and Performance Metrics**

- **Objective:** Learn how to calculate and interpret key financial ratios.

- **Topics:**

- Common financial ratios: liquidity, profitability, and efficiency ratios
- Benchmarking and comparing ratios against industry standards
- Analyzing financial performance using ratios

- **Activities:**

- Calculate financial ratios using sample financial statements
 - Group exercise: Compare ratios of different companies
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Week 2: Financial Modeling Basics

- **Session 3: Introduction to Financial Modeling**
 - **Objective:** Understand the basics of financial modeling and its applications.
 - **Topics:**
 - What is a financial model? Definitions and key components
 - Types of financial models: forecasting, valuation, and budgeting models
 - Best practices for building financial models
 - **Activities:**
 - Review a simple financial model template
 - Group discussion on the importance of accuracy in modeling
 - **Session 4: Building Your First Financial Model**
 - **Objective:** Learn how to create a basic financial model from scratch.
 - **Topics:**
 - Setting up a financial model structure in Excel
 - Inputting historical data and assumptions
 - Creating projections for revenue and expenses
 - **Activities:**
 - Hands-on exercise: Build a basic financial model using provided data
 - Share your model with a partner for feedback
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Week 3: Advanced Financial Modeling Techniques

- **Session 5: Forecasting Techniques**
 - **Objective:** Explore different forecasting methods and their applications.
 - **Topics:**
 - Introduction to forecasting: qualitative vs. quantitative methods
 - Using historical data for forecasting (trend analysis, regression analysis)
 - Incorporating seasonality and economic factors into forecasts
 - **Activities:**

- Hands-on exercise: Create forecasts based on historical data
- Group discussion on challenges in forecasting accuracy

- **Session 6: Scenario Analysis and Sensitivity Testing**

- **Objective:** Learn how to perform scenario analysis and sensitivity testing in financial models.
- **Topics:**
 - What is scenario analysis? Importance and applications
 - Conducting sensitivity analysis to assess risk
 - Presenting findings from scenario and sensitivity analysis
- **Activities:**
 - Modify your financial model to include scenario analysis
 - Present your analysis to the class and gather feedback

Week 4: Financial Analysis Reporting and Decision-Making

- **Session 7: Interpreting and Presenting Financial Results**

- **Objective:** Develop skills to interpret financial analysis results and present them effectively.
- **Topics:**
 - Structuring a financial analysis report
 - Best practices for data visualization in financial reports
 - Communicating insights to stakeholders
- **Activities:**
 - Create a summary report based on your financial analysis
 - Share your report with a partner for constructive feedback

- **Session 8: Case Studies and Real-World Applications**

- **Objective:** Apply your knowledge through real-world case studies.
- **Topics:**
 - Analyzing real company financial statements and models

- Discussing case studies to understand decision-making based on financial analysis
 - Planning for future financial analysis projects
 - o **Activities:**
 - Work in groups to analyze a provided case study
 - Present your findings and recommendations to the class
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Course Conclusion

- **Wrap-Up:** Review key concepts and skills learned throughout the course. Discuss resources for further learning and application in your financial roles.
- **Feedback Session:** Gather feedback on the course for continuous improvement.