

# FINANCIAL ANALYTICS

## FOR STRATEGIC BUDGETING, PLANNING & COSTING

2026 | 9 am - 5 pm

MALAYSIA HR FORUM ACADEMY,  
MENARA PKNS PETALING JAYA

RM 2,800



## **MODULE OVERVIEW**

The business environment is becoming increasingly uncertain and complex more than ever. Hence, modern organizations require effective management tools, techniques and financial analytics useful in managing the business successfully. Strategic planning is an essential activity during business planning exercise that is used to set priorities right, deciding on the goals of the organization and strategies for achieving these goals.

Budgeting on the other hand is the process by which managers plan and coordinate activities within the organization as means of allocating resources and implementing these strategies to ensure successful achievement of the defined goals and objectives. It is of paramount importance for the organization to adopt effective cost control to facilitate informed decision-making in managing its business undertakings and operational activities.





Therefore, financial analytics which analyse an organization's specific financial processes, functions, and data are commonly used for investing, forecasting, strategic financial goal setting, and other financial decision-making to increase profitability. These financial analytics also help management establish agreement around intended outcomes and assess and adjust the organization's direction in response to a changing environment.

This program provides fundamental understanding of strategic planning, effective budgeting and cost control using relevant financial analytics and to work on financial analytics requires skills that include financial modelling, analysis, budgeting, forecasting and more. Learn key skills to adopt strategic effective budgeting and cost control to create immaculate strategic business plans, implementing and evaluating them using practical guide and relevant financial analytics for planning and control.

## **TARGETED PARTICIPANTS**

Managers/Department Heads in finance, accounting, costing, non-finance professionals who have budget responsibilities or are involved in strategic decision-making

## **METHOD OF TRAINING**

Interactive Lectures, Accelerated Learning, Business Driven Action Learning, Case Studies and Discussions



## **LEARNING OBJECTIVES**

- Understand the importance of linking an organization's budget with its strategic plan
- Demonstrate how budget relates to the key components of Financial Statements and their respective financial analytics: Balance Sheet, Income Statement, and Cash Flow Statement
- Prepare the key elements of an operating and capital budget and evaluate the different budgeting techniques used
- Apply cost control using financial analytics as tools to analyse and manage budget variance reports for immediate corrective actions
- Calculate different capital budgeting evaluation techniques for effective capital expenditure management
- Utilize cost-volume-profit analysis as important financial analytics in making budgeting decisions

## **DURATION** • • • • •

2 Days



## LEARNING OUTCOME



### End of the day the trainee would be able to:

- understand the importance of linking an organization's budget with its strategic plan
- demonstrate how budget relates to the key components of financial statements and their respective financial analytics: balance sheet, income statement, and cash flow statement
- prepare the key elements of an operating and capital budget and evaluate the different budgeting techniques used
- apply cost control using financial analytics as tools to analyse and manage budget variance reports for immediate corrective actions
- calculate different capital budgeting evaluation techniques for effective capital expenditure management
- utilize cost-volume-profit analysis as important financial analytics in making budgeting decisions



## **CONTENTS DAY 1 | 9 AM - 5 PM**

### **Module 1: Introduction**

- What is Strategic Planning?
- The critical functions of Strategic Management
- Strategic Business Planning and critical areas to focus on
- Strategic ways to grow the business and create new market
- Strategic Planning Pitfalls
- How does budgeting fit into the Strategic Planning Process?

### **Module 2: 5 Steps of Strategic Business Planning**

- Assess current business strategy and environment
- Identify company's goals and objectives
- Develop strategic plan and determine performance metrics
- Implement and share strategic plan
- Revise and restructure as needed

### **Module 3: Improving Financial Literacy for Effective Business Decision**

- Building a strong foundation of Business Acumen
- The key components of financial statements:
  - Balance Sheet
  - Income Statement
  - Cash Flow Statements
  - Understanding relevant financial analytics that can be derived from financial statements
  - Understanding the important accounting principles
  - The Value Cycle of a Business

### **Module 4: Budgeting Process & Cycle**

- The fundamental of budgeting
- Key features of budgeting & techniques
- Steps in Budgeting Process & The Master Budget
- Profit Planning: Begin with the End in Mind
- The Setbacks (Issues) in Budgeting



## **CONTENTS DAY 2 | 9 AM - 5 PM**

### **Recap and Review of Day 1**

#### **Module 5: Cost Control**

- Budgeting and Cost Control in managing business operations
- Characteristics of an effective control system
- Responsibility reporting
- Variance Analysis: Identifying the components of variance
- Variance Analysis: Taking the corrective actions

#### **Module 6: Capital Expenditure Budgeting and Analysis**

- Time value of money: Focus on Cash Flows as Sources of Values
- Discounted Cash Flow Vs Non-Discounted Cash Flow
- Net Present Value (NPV)
- Internal Rate of Return (IRR)
- Pay-Back Period (PBP)
- Accounting Rate of Return (ARR)

#### **Module 7: Cost-Volume-Profit Analysis (CVP)**

- Identifying the Fixed Costs and Variable Costs
- Computing Breakeven Point in Units
- Computing Breakeven Point in Sales
- Assumptions of CVP Analysis
- Using CVP in budgeting decisions

#### **Bonus Module**

- The Balanced Scorecard

