



ACCOUNTING AND FINANCE

Integrating Budgeting, Forecasting & Business Planning

Course code: AF-007

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Successful organizations align budgeting, forecasting, and business planning to improve performance, manage uncertainty, and achieve strategic goals. Integrated planning enables better resource allocation, stronger financial control, and faster responses to market changes. This course provides participants with practical tools to connect strategy with budgets, forecasts, cost analysis, and investment decisions.

Why Attend

This course uses an interactive and practical approach through presentations, case studies, Excel exercises, budgeting workshops, forecasting models, financial analysis, and real workplace examples.

Who Should Attend

Finance and Accounting Professionals
Budget Analysts
Planning Managers
Department Managers
Business Controllers
Project Managers
Anyone involved in budgeting and planning

— Learning Objectives

- Integrate budgeting, forecasting, and business planning processes
- Link financial plans with strategic objectives
- Develop effective operating and cash budgets
- Apply forecasting tools using historical data
- Use activity-based budgeting and cost analysis techniques
- Evaluate capital investment opportunities
- Improve planning accuracy and decision-making
- Build a practical integrated planning framework

Course Outline

DAY
1

Budgets and Strategy in Today's International Environment

- Organizational planning framework
- The product / information / decision support cycle
- Strategic, tactical and operational forecasts
- The strategic approach to business planning
- Various strategic and tactical approaches to business planning
- The international business environment

DAY
2

The Business Plan and Budget Development

- Developing the business plan
- Identification of key value drivers
- Achieving objectives
- Zero base budgeting
- Activity based budgeting
- Developing the cash budget

DAY
3

Analysing the Applicability of Historical Data Using Excel®

- Problems of forecasting
- Using historical data to help predict the future
- Forecasting techniques and applications
- Development of time series models
- Using regression analysis as a predictor and estimator
- Mastering exponential smoothing as a data analysis tool

DAY
4

Using Activity-Based Budgeting and Cost Analysis Techniques

- Cost behaviour and breakeven analysis
- Activity based costing
- Budgeting for processes rather than departments
- Defining key cost drivers
- Defining key activities
- Developing the activity-based budget

DAY

5

Capital Budgeting and Project Appraisal

- Identify the various types of capital projects
- Discuss the capital project evaluation process
- The impact time has on the value of money
- Using WACC and ROIC as benchmarks
- Development of the hurdle rate for capital projects
- Evaluate capital projects using NPV, IRR, ARR and payback models

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Amsterdam - Netherlands	€2,100
12 - 16 October 2026	London - United Kingdom	€2,125
9 - 13 November 2026	Paris - France	€2,200
16 - 20 November 2026	Istanbul - Türkiye	€2,100
7 - 11 December 2026	Amsterdam - Netherlands	€2,125
14 - 18 December 2026	London - United Kingdom	€1,925
21 - 25 December 2026	Barcelona - Spain	€2,125
4 - 8 January 2027	London - United Kingdom	€2,100

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.