

FINANCE & ACCOUNTING | COURSE BROCHURE

Budgeting, Forecasting, Business Planning and Economic Modelling

5 days | Classroom training | English

SMART HORIZON

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

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Course content

Why attend

This course provides professionals with essential skills in budgeting, forecasting, business planning, and economic modelling. Participants will learn to create accurate financial plans, analyse economic trends, and make informed business decisions, enhancing their strategic capabilities in a competitive environment.

Budgeting and forecasting are critical for maintaining financial health and driving business strategy. Professionals often struggle to align financial plans with organisational goals, leading to resource misallocation and missed opportunities. This course addresses these challenges by equipping participants with the tools to develop precise budgets and forecasts that support informed decision-making. Participants will engage in practical exercises, such as analysing financial statements and creating cash flow projections, which are essential for effective financial management. By mastering these skills, professionals can significantly improve their organisation's financial performance and strategic alignment, ensuring that resources are allocated efficiently and effectively.
Effective business planning and economic modelling are vital for navigating market uncertainties. Participants will learn to analyse economic indicators and their impact on business performance, enabling them to make data-driven decisions. This knowledge allows professionals to create robust business plans that adapt to changing conditions, ultimately enhancing their organisation's resilience and competitiveness. Through scenario planning and risk assessment exercises, participants will practice developing strategies that mitigate potential economic risks. By the end of the course, they will be equipped to present comprehensive business plans that incorporate budgeting and forecasting insights, ensuring that their organisations remain agile and responsive to market dynamics.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of case studies, practical exercises, and simulations to build participants' capabilities in budgeting, forecasting, and economic modelling. Each day includes hands-on activities where participants will apply learned concepts to real-world scenarios, producing financial models and strategic plans. Outputs will include detailed budgets, forecasts, and business plans, demonstrating their understanding and application of the material. Participants will also engage in group discussions and peer reviews to foster collaborative learning and enhance their analytical skills. This interactive approach ensures that participants can effectively translate theoretical knowledge into practical applications in their workplace, reinforcing their learning through immediate application.



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Course objectives

By the end of this course, participants will be able to:
• Analyse historical financial data to identify trends for accurate forecasting and decision-making.
• Construct comprehensive budgets aligned with strategic business objectives and operational needs.
• Evaluate economic indicators to inform business planning decisions and risk assessments.
• Develop financial forecasts using quantitative methods and scenario analysis techniques.
• Design a business plan that incorporates budgeting and forecasting insights for stakeholder approval.
• Justify financial decisions based on economic modelling and analysis of market conditions.
• Prioritise resource allocation based on budgetary constraints and forecasts to optimise performance.

Target audience

This course is suitable for:
• Financial analysts responsible for budget preparation and forecasting.
• Business planners involved in strategic decision-making processes.
• Economists focused on market analysis and economic modelling.
• Managers overseeing departmental budgets and financial performance.

Target competencies

Participants will develop competencies in:
• Budget development and management skills.
• Forecasting techniques using historical data.
• Economic analysis for business strategy.
• Business planning and strategic alignment capabilities.
• Scenario analysis for risk assessment.
• Financial modelling and decision-making proficiency.

Course outline

Day 1: Foundations of Budgeting and Forecasting

Applied activity: Participants will analyse a fictional company's historical financial data to identify trends and create a preliminary budget for the upcoming fiscal year using a zero-based budgeting approach. They will collaborate in groups to discuss assumptions and justifications for their budget allocations.
Output: A detailed preliminary budget document with justifications and assumptions.

09:00–09:54	Understanding budgeting concepts, types, and their applications in business.



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09:54–10:48	Exploring forecasting methods, including qualitative and quantitative techniques.
10:48–11:00	Identifying key financial metrics for effective analysis and reporting.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying key financial metrics for effective analysis and reporting. (continued)
12:12–13:06	Establishing the budgeting cycle, processes, and stakeholder involvement.
13:06–14:00	Integrating stakeholder input and aligning budgets with strategic goals.

Day 2: Advanced Budgeting Techniques

Applied activity: Using a provided case study, participants will create a rolling forecast for a fictional company, incorporating various economic scenarios and adjusting the budget accordingly. They will present their forecasts and the rationale behind their adjustments to the class.
Output: A comprehensive rolling forecast report with scenario analysis and explanations.

09:00–09:54	Implementing rolling forecasts for dynamic planning and adaptability.
09:54–10:48	Utilising variance analysis to evaluate performance against budgets.
10:48–11:00	Incorporating sensitivity analysis into budgets for risk management.
11:00–11:30	**Coffee break**
11:30–12:12	Incorporating sensitivity analysis into budgets for risk management. (continued)
12:12–13:06	Aligning budgets with strategic objectives and operational plans.
13:06–14:00	Leveraging technology and software tools for budgeting efficiency.

Day 3: Business Planning Essentials

Applied activity: Participants will develop a business plan for a new product launch, integrating budgetary and forecasting insights to support their strategy. They will work in teams to ensure all aspects of the plan are covered, including financial projections and marketing strategies.
Output: A complete business plan document ready for stakeholder presentation, including financial projections.

09:00–09:54	Defining business objectives and key performance indicators for success.
09:54–10:48	Creating a structured business plan framework that includes financial projections.
10:48–11:00	Integrating budgeting and forecasting into comprehensive business plans.
11:00–11:30	**Coffee break**



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11:30–12:12	Integrating budgeting and forecasting into comprehensive business plans. (continued)
12:12–13:06	Assessing market conditions and competitive landscape for strategic insights.
13:06–14:00	Communicating the business plan effectively to stakeholders and decision-makers.

Day 4: Economic Modelling for Decision Making

Applied activity: Participants will construct an economic model based on provided data, simulating various economic scenarios and their potential impact on the business. They will analyse the results and prepare recommendations based on their findings.
Output: An economic model report with scenario analyses and strategic recommendations.

09:00–09:54	Understanding economic indicators and their implications for business strategy.
09:54–10:48	Building economic models to simulate various business scenarios and outcomes.
10:48–11:00	Applying regression analysis for accurate forecasting and trend identification.
11:00–11:30	**Coffee break**
11:30–12:12	Applying regression analysis for accurate forecasting and trend identification. (continued)
12:12–13:06	Evaluating the impact of economic changes on business performance and planning.
13:06–14:00	Utilising models for strategic decision-making and risk assessment.

Day 5: Integrated Financial Strategy Development

Applied activity: In teams, participants will create an integrated financial strategy for a fictional company, synthesising all elements learned throughout the course and preparing a presentation for stakeholders. They will focus on aligning financial strategies with overall business objectives.
Output: A presentation of the integrated financial strategy with supporting documentation and analysis.

09:00–09:54	Combining budgeting, forecasting, and economic modelling into a cohesive strategy.
09:54–10:48	Developing a comprehensive financial strategy that aligns with business goals.
10:48–11:00	Assessing risk and uncertainty in financial planning and decision-making.
11:00–11:30	**Coffee break**
11:30–12:12	Assessing risk and uncertainty in financial planning and decision-making. (continued)
12:12–13:06	Implementing strategic financial decisions based on integrated analyses.
13:06–14:00	Presenting financial strategies to stakeholders for approval and buy-in.



Course content

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	16 Nov 2026	20 Nov 2026	**£2,650.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Vienna Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,940.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,540.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Singapore Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,820.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
London Confirmed dates	4 Jan 2027	8 Jan 2027	**£2,450.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**£3,150.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,650.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,450.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.–**
Barcelona Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,840.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.-**
Paris Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,860.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.-**
Istanbul Confirmed dates	15 Mar 2027	19 Mar 2027	**£2,650.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.-**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,540.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.-**
Singapore Confirmed dates	19 Apr 2027	23 Apr 2027	**£2,820.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Cape Town Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,890.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.–**
London Confirmed dates	3 May 2027	7 May 2027	**£2,450.–**
Online Confirmed dates	3 May 2027	7 May 2027	**£1,250.–**
Dubai Confirmed dates	17 May 2027	21 May 2027	**£3,150.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**
Frankfurt Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,650.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,450.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.-**
Cape Town Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,890.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,250.-**
Paris Confirmed dates	5 Jul 2027	9 Jul 2027	**£2,860.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.-**
Istanbul Confirmed dates	19 Jul 2027	23 Jul 2027	**£2,650.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.-**
Amsterdam Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,540.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**



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Dates, venues and fees (continued)

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Singapore Confirmed dates	16 Aug 2027	20 Aug 2027	**£2,820.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Rome Confirmed dates	30 Aug 2027	3 Sept 2027	**£2,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**£1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**£3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Frankfurt Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,650.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
Rome Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**
Paris Confirmed dates	1 Nov 2027	5 Nov 2027	**£2,860.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,250.-**
Istanbul Confirmed dates	15 Nov 2027	19 Nov 2027	**£2,650.-**
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Dates, venues and fees (continued)

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Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,540.-**
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Singapore Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,820.-**
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Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smarthorizon.uk
2 Kingdom Street, Paddington
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View the latest course details online