

DBI/Cer/BDAFF/2024/08

February 24, 2024

Subject: Invitation to the Online Certificate Course on 'Business Data Analysis & Financial Forecasting', jointly with Daffodil International University (DIU).

Dear Sir/Madam,

We have the pleasure to inform you that **DCCI Business Institute (DBI)** is offering 3 months long **Online Certificate Course on 'Business Data Analysis & Financial Forecasting'**, scheduled to be held on **April-June 2024**, jointly with **Daffodil International University (DIU)**. Total ten (10) sessions each 3 hours will be held on **Friday from 3.00 pm - 6.00 pm** in 3 months through Zoom online platform. The course is being offered for the eighth time after having commendable success in the last seven batches.

Topics overview in brief: The course aims at providing a framework for business data analysis and financial forecasting using financial statements data using MS Excel. The course focuses on business data analysis and forecasting tools and explains how financial analysis can create value in well-functioning markets. In doing so, MS Excel module will cover the basic to advance financial modeling tools and techniques and later part will be focus on the business analysis and financial forecasting tools and techniques to make better analysis of businesses.

Objective: Upon completion of this course, participants will able to know the basic to advanced excel tools & techniques, process reported financial statements to obtain an appropriate basis for business analysis and forecasting, apply financial ratio analysis to bring out the story that the financial statements tell, analyze the businesses qualitatively, interpret financial statements, make judgments about earnings quality, and uncover hidden assets and liabilities, apply the most common valuation models, complete the valuation of the firms, use analysis and valuation to challenge the assumptions inherent in the market price.

Who Can Attend: Top Management, Managers, Assistant Managers and Executive of organization, Financial Analysts, Inventors in Capital Markets, Accountant, Entrepreneurs, Students and those who are interested in Business Data Analysis & Forecasting.

Facilitators: Highly qualified, professionally trained, reputed and experienced resource persons in the related areas, having ample theoretical and practical knowledge from home and abroad, with current information, has been invited to conduct respective sessions.

Fee: Tk. 12,000/- payable in favour of '**Dhaka Chamber of Commerce & Industry**' by EFT/ Pay Order/ Cheque/ Cash Deposit. It could also be paid through bKash merchant number **01766018659** (Payment) with bKash charge. Fee includes cost of tuition, course materials, exams & certificate and excludes VAT & Tax.

Discount: 10% for (one option applicable): (i) DCCI Members; (ii) Women participants; (iii) Students (pursuing his/her undergraduation & postgraduation); (iv) DIU Alumni; (v) Three (3) or more participants from one organization. Corporate discount 15% for 10 or more participants from one organization.

Admission Procedure: For admission log on to <https://forms.office.com/r/jvtke41SYp> Admission would be confirmed to candidates on payment of course fee. Admission Deadline: **April 25, 2024.**

Certification: On successful completion participants will get certificate signed by the President, DCCI and the Pro Vice Chancellor, DIU. For further information, please contact to DBI, Cell # **01777-364474/ 01913745062** & Hot Line: 09-666-888-555 Ext. 1015, Tel: 02 47122986 Ext. 137/124; E-mail: amit@dhakachamber.com

We would appreciate if you could kindly participate and/or nominate concerned official(s) from your esteemed organization to this prestigious Course.

Thanking you,
Yours Sincerely,



Afsarul Arifeen
Secretary General, DCCI

**Online Certificate Course on
‘Business Data Analysis & Financial Forecasting’
Jointly Organized by DBI & DIU
Session: April-June 2024
Batch: 8th Batch**

Module and Topics

Module	Details
Module 01: Understanding Financial Statements & The Framework for Business Analysis	<ul style="list-style-type: none"> • The Basic Accounting Statements (Balance Sheet, Income statement and Cash Flow Statements); • Asset Measurement and Valuation; • Measuring Financing Mix; • Measuring Earnings and Profitability. • The role of financial reporting in capital markets, • From business activities to Financial statements, • From Financial statements to Business Analysis.
Module 02: Business Analysis	<ul style="list-style-type: none"> • Industry Analysis, • Degree of actual competition and Potential Competition, • Relative Bargaining Power in Input and Output Markets, Competitive Strategy Analysis, • Sources of Competitive Advantage, • Achieving and Sustaining Competitive Advantage, • Corporate Strategy Analysis.
Module 03: Understanding of Excel Objects	<ul style="list-style-type: none"> • Introduction to MS Excel Sheet • Moving along/across MS Excel Sheet • Entering and Editing Data into Cells • Naming cells • Alignment • Wrap Text & Merging Cells • Filling Cells • Sorting & Filtering • Finding & Selecting • Hiding Cells and Gridlines • Naming, Adding, & Deleting Worksheets

	<ul style="list-style-type: none"> • Linking and Referencing inside and across worksheets • Relative and Absolute Referencing • Linking Across Different Files • Row Height & Column Width • Hiding and Un-hiding Rows and Columns • Insert Copied Cells • Operators for Writing Formulas
Module 04: Customization of Workbook/Sheets/Data	<ul style="list-style-type: none"> • Conditional Formatting • Format as Tables • Cell Styles • Number Formatting • Forcing text to appear on a new line within a cell; • Trick to input data into multiple cell simultaneously; • Entering the current date or time into a cell. • Making Charts & Sparkline • Freeze Panes • Go To Special • Using Hyperlinks
Module 05: ADVANCE SKILLS ON EXCEL FUNCTIONS – I	<p>Logical Functions in Excel</p> <ol style="list-style-type: none"> 1. IF and nested IF functions 2. And & Or logics 3. IFERROR. <ul style="list-style-type: none"> • Statistical Functions <ol style="list-style-type: none"> 1. Summing and Averaging 2. MIN & MAX 3. Counting numbers, texts and blanks • Text Functions: <ol style="list-style-type: none"> 1. CONCATENATE 2. PROPER, UPPER, LOWER 3. LEN, LEFT, RIGHT

	4. TEXT, TRIM
Module 06: ADVANCE SKILLS ON EXCEL FUNCTIONS – II	<ul style="list-style-type: none"> • LOOKUP function • Vertical LOOKUP Function • Horizontal LOOKUP Functions • Variations of Date functions • INDEX Function • MATCH Function • SUMIF and SUMIFS • COUNTIF and COUNTIFS • Pivot Table • Pivot Table with Slicer and Pivot Chart. • Power Pivot. • Dash Board by using pivot table for quick investment decision. • Basic concept of Power BI.
Module 07: Financial Statement Analysis: Conventional Approach	<p>Ratio Analysis: Concept of Ratio Analysis, Significance of Financial Ratio Analysis, and Comparison of Intra firm, Inter Firm, Industry and Standard, Limitation of Ratio Analysis, Case study related to Ratio Analysis.</p> <p>Du-Pont Analysis: Concept, Situation for Du-Pont Analysis, Three Factors and Five Factors Du-Pont Analysis.</p> <p>Sensitivity Analysis: Concept, Significance of Sensitivity Analysis, Test of Sensitivity of ROE.</p> <p>Discussion Case: Financial Ratio Analysis (Ivey)</p>
Module 08: Financial Statement Analysis: Contemporary Approach	<p>Vertical Analysis: Concept of Vertical Analysis, Significance of Common Size Income Statement, Common Size Balance Sheet and Income Statement, Limitation of Vertical Analysis.</p> <p>Case: Milavec Company Horizontal Analysis</p> <p>Horizontal Analysis: Concept of Horizontal Analysis, Significance of Horizontal Analysis, Trend Analysis, Comparative Statement Analysis, Relationship between trend analysis and ratio analysis. Limitation of Horizontal Analysis.</p> <p>Case: Milavec Company Horizontal Analysis</p> <p>Financial Distress Analysis: Concept, Factors Influencing the Risk of Financial Distress Costs, Indicators of</p>

	financial distress, Cause/Attempt of Identifying F. Distress, predicting corporate bankruptcy: Beaver (1966): Uni-variate Analysis and the Altman's Z-score model.
Module 09: Prospective Analysis: Forecasting & Equity Valuation	<p>Valuation of Equity: Defining Value for Shareholders, The Discounted Valuation Method, Valuation Using Price Multiples, Dividend Discount Models, Free Cash flow to Equity Models, Firm Valuation: Cost of Capital and APV Approaches, Comparing Valuation Methods, Valuing Private Firms. Case: Equity valuation of Company's by each student</p> <p>Financial Forecasting: The technique of Forecasting, Elements of the Detailed Forecast. Meaning, Significance and Preparation of Pro forma Statements.</p> <p>Managing Sustainable Growth: Concept of Sustainable Growth, Balance Growth, Principles of Sustainable Growth, Sustainable Growth Modeling: Steady-State Model, Changing Model.</p> <p>Budgetary Control : Meaning, Objectives and Essentials</p>
Module 10: Case Analysis	2 comprehensive cases will be covered
Final Assessment	

ASSESSMENT CRITERIA-

- Final examination (100 marks) will be held after completing course;
- 60% class attendance is mandatory for eligibility of Exam;
- Pass Marks 50% and grading will be less than 50 marks = Fail, 50-64 marks =Pass, 65-74 marks = Pass with Merit and 75 and above marks = Pass with Distinction.

