RUQQI

CORPORATE PROGRAM · FINANCE TEAMS

Budgets, Forecasts & Performance Reviews

الموازنات والتوقعات ومراجعة الأداء

A practical planning and performance program for finance teams and the budget holders they support — built on the CMA® curriculum and applied to your own budgets.

The business problem

Budgets are often last year plus a percentage, forecasts stay static, and monthly reviews describe variances without explaining them. Finance teams spend their time assembling numbers instead of advising the business.

Who it's for

Accountants moving into planning roles, financial analysts, budget and cost controllers, and finance managers. Budget holders from operations and sales can join the variance and review sessions.

DURATION	FORMAT	LANGUAGE	DELIVERY
20–30 contact hours over 6–10 weeks	Live online with Excel labs; in-person capstone optional	Arabic, English or both	In-house, scheduled around your month-end close

What your team will be able to do

1. Build a driver-based budget for a business unit, and the cash budget that follows from it.
2. Run a rolling forecast with scenarios and sensitivity analysis.
3. Break variances into price, volume, mix and efficiency, and write commentary that leads to a decision.
4. Design a one-page management pack and KPI set for each unit.
5. Lead a performance review with a budget holder, and use AI tools to draft reporting with human checks.

CMA® and Certified Management Accountant® are registered trademarks of the Institute of Management Accountants (IMA). IMA does not endorse this program.

Eight modules and a capstone

Each module draws on the CMA® curriculum — Part 1, Financial Planning, Performance and Analytics; Part 2, Strategic Financial Management — applied to your own numbers.

1	**The planning cycle** — from strategic plan to annual profit plan	CMA Part 1
2	**Forecasting** — regression, trend, seasonality and expected value	CMA Part 1
3	**Budget methods** — driver-based, flexible, rolling and zero-based	CMA Part 1
4	**From budget to cash** — master budget, pro forma statements, cash budget	CMA Part 1
5	**Scenarios and decisions** — sensitivity, CVP, relevant costs, pricing	CMA Part 2
6	**Variances that explain** — price, efficiency, volume, mix and yield	CMA Part 1
7	**Performance measures** — responsibility centers, ROI, RI, scorecard	CMA Part 1
8	**Reporting and AI** — management packs, dashboards, AI with human review	CMA Part 1

★ **Capstone: forecast rebuild and monthly review** — your team rebuilds one unit's budget as a driver model from your data, runs three scenarios, and presents the variance story to your CFO as a mock monthly review

How we tailor it to your organization

Same core program, built on your numbers.

1 Diagnose
A technical diagnostic for the team and a call with your CFO to agree the problem and measures.

2 Adapt
Labs built on your chart of accounts, budget templates and planning tools.

3 Deliver and review
Sessions around your close calendar, then a review of your next two monthly packs.

We tailor: templates, chart of accounts, KPIs, planning tool, industry drivers, language mix, schedule.

Stays the same: the five outcomes, eight modules, technical test, capstone and pack review.

How results are measured

Learning
Pre- and post-program technical test and a graded driver model.

On the job
Driver model used in the next budget; commentary on every material variance.

Business
Forecast accuracy and days to publish the pack, against your own baseline.

YOUR INSTRUCTOR

Mostafa Hussein, CFA, CMA

About 13 years in finance and accounting, including PwC Middle East. Has taught at Cairo University and the American University in Cairo, and trained hundreds of CFA and CMA candidates.

Start with a 30-minute scoping call

corporate@ruqqi.com

ruqqi.com