Feasibility Studies and Financial Appraisal for Projects Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PRM5371_280454

Course Introduction / Overview:

This comprehensive training course provides a rigorous, A-to-Z framework for evaluating the viability of new projects and investments. In today's competitive landscape, a robust feasibility study is the cornerstone of successful project initiation, preventing the allocation of resources to unviable ventures. This program moves beyond basic theory to equip participants with the practical skills needed to conduct thorough market, technical, and financial feasibility analyses. We will delve into the sophisticated techniques of financial appraisal, exploring concepts championed by experts like Aswath Damodaran in works such as "Investment Valuation," which emphasize a disciplined approach to assessing value. Participants will learn to build dynamic financial models, forecast cash flows, and apply critical investment appraisal techniques like Net Present Value (NPV), Internal Rate of Return (IRR), and sensitivity analysis. BIG BEN Training Center has designed this course to empower professionals to make informed, data-driven investment decisions, effectively communicate their findings to stakeholders, and confidently champion projects that promise genuine strategic and financial returns. This is an essential toolkit for anyone involved in capital budgeting and strategic planning.

Target Audience / This training course is suitable for:

- Project Managers and Team Leaders.
- Financial Analysts and Controllers.
- Investment Analysts and Portfolio Managers.
- Entrepreneurs and Business Owners.
- Strategic Planners and Corporate Development Managers.
- Engineers and Technical Managers involved in project selection.
- Government Officials and Public Sector Project Planners.
- Consultants specializing in business planning and project finance.

Target Sectors and Industries:

- Construction and Real Estate Development.
- Manufacturing and Industrial Production.
- Information Technology and Software Development.
- Energy, Oil, and Gas.
- Healthcare and Pharmaceuticals.
- Telecommunications.
- Banking and Financial Services.
- Government Agencies and Public Sector Undertakings.
- Consulting and Professional Services.

Target Organizations Departments:

- Finance and Accounting Departments.
- Project Management Office (PMO).
- Strategic Planning and Business Development.
- Engineering and Operations.
- Research and Development (R&D).
- New Product Development.
- Procurement and Supply Chain.
- Capital Budgeting and Treasury Departments.

Course Offerings:

By the end of this course, the participants will have able to:

- Conduct a comprehensive feasibility study covering market, technical, and operational aspects.
- Develop detailed financial forecasts, including revenue projections and cost estimations.
- Master capital budgeting techniques, including NPV, IRR, Payback Period, and Profitability Index.
- Perform robust cost-benefit analysis to quantify project value.
- Build dynamic financial models for project evaluation and scenario planning.
- Identify, assess, and mitigate project risks using sensitivity and simulation analysis.
- Structure and write a compelling feasibility study report for stakeholders.
- Present project proposals and investment recommendations with clarity and confidence.
- Align project selection with the organization's strategic objectives.
- Evaluate projects under conditions of uncertainty and make sound investment decisions.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a professional context. This course moves beyond traditional lectures to create an immersive learning environment. A significant portion of the training will be dedicated to hands-on workshops where participants build financial models from scratch and solve real-world business problems. We will utilize a blend of detailed case studies from various industries, allowing participants to analyze complex investment scenarios and debate the merits of different appraisal techniques. Group discussions and collaborative exercises will foster peer-to-peer learning and encourage the sharing of diverse perspectives. Expert-led sessions will break down complex financial concepts into understandable components, supported by practical examples and interactive Q&A sessions. Participants will receive continuous feedback on their work, enabling them to refine their analytical skills throughout the five-day program. The focus is on learning by doing, transforming theoretical knowledge into tangible, decision-making capabilities.

Course Agenda (Course Units):

Unit One: Foundations of Feasibility Studies

- Introduction to Project Feasibility and the Project Lifecycle.
- The Strategic Importance of Feasibility Analysis.
- Types of Feasibility Studies: Market, Technical, Financial, and Operational.
- Defining Project Scope, Objectives, and Deliverables.
- Conducting Market Research and Demand Analysis.
- Assessing Technical and Operational Viability.
- Stakeholder Analysis and Management in the Feasibility Phase.

Unit Two: Core Financial Appraisal Techniques

- Introduction to the Time Value of Money.
- Calculating and Interpreting the Payback Period.
- Understanding Discounted Cash Flow (DCF) Analysis.
- Mastering Net Present Value (NPV) for Investment Decisions.
- Calculating and Applying the Internal Rate of Return (IRR).
- Addressing the Challenges of Multiple IRRs and Conflicting Project Rankings.
- Using the Profitability Index (PI) for Capital Rationing.

Unit Three: Financial Forecasting and Cost-Benefit Analysis

- Estimating Project Costs: Capital Expenditures and Operating Costs.
- Techniques for Forecasting Project Revenues and Cash Flows.
- Developing a Pro-Forma Income Statement, Balance Sheet, and Cash Flow Statement.
- Conducting a Comprehensive Cost-Benefit Analysis (CBA).
- Quantifying Intangible Costs and Benefits.
- Calculating the Benefit-Cost Ratio (BCR).
- Understanding Working Capital Requirements for Projects.

Unit Four: Risk Analysis and Decision Making Under Uncertainty

- Identifying and Categorizing Project Risks.
- Qualitative and Quantitative Risk Assessment Techniques.
- Introduction to Sensitivity Analysis: The "What-If" Approach.
- Conducting Scenario Analysis: Best-Case, Worst-Case, and Base-Case.
- Introduction to Monte Carlo Simulation for Project Appraisal.
- Developing Risk Mitigation and Contingency Plans.
- Making Investment Decisions in an Uncertain Environment.

Unit Five: Reporting, Presentation, and Advanced Topics

- Structuring and Writing a Professional Feasibility Study Report.
- Effectively Communicating Findings to Senior Management and Investors.
- Developing a Compelling Business Case for Project Approval.
- Post-Project Evaluation and Performance Measurement.
- Introduction to Real Options Analysis in Project Valuation.
- Integrating Strategic Goals with Financial Metrics.
- Comprehensive Case Study: From Project Idea to Final Investment Recommendation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Beyond quantitative metrics like NPV and IRR, how can qualitative factors and strategic alignment be systematically integrated into the final investment decision to avoid 'analysis paralysis'?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a holistic and integrated approach to project evaluation that extends far beyond simple formula application. While many programs focus solely on the mechanics of calculating financial metrics, this training emphasizes the critical thinking and strategic context required for sound investment decisions. We bridge the gap between financial theory and real-world practice by focusing on the entire feasibility lifecycle, from initial market assessment to the final presentation of a compelling business case. A key differentiator is our intensive focus on risk and uncertainty. Participants will not just learn to calculate NPV; they will learn how to stress-test their assumptions through rigorous sensitivity and scenario analysis, preparing them for the volatility of actual business environments. The curriculum is built around hands-on financial modeling workshops, ensuring that participants leave with tangible skills, not just theoretical knowledge. We cultivate a decision-making mindset, teaching participants how to interpret conflicting data, weigh qualitative factors against quantitative results, and align project choices with overarching corporate strategy, making them invaluable assets in any capital allocation process.