



PROFESSIONAL TRAINING AND CONSULTANCY IN
MOROCCO

TRAINING CATALOG 2025

PROFESSIONAL
TRAINING AND
CONSULTANCY
IN MOROCCO

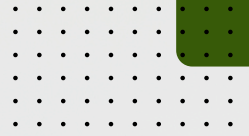
2025

410, Blvd zerktouni, 20000
Casablanca , Morocco.
+212 645 549 801
contact@ptcm.ma
www.ptcm.ma

TABLE OF CONTENTS



About Us	01
Training Courses	02
Finance & Accounting	03
Human Ressources	07
Management	10
Soft Skills	12
Sales & Marketing	15
Contact Information	17



ABOUT US

-PTCM is a training and consulting firm. We offer professional training to individuals and professionals operating in various sectors. Our goal is to facilitate access to learning, help you improve, and acquire new skills.

-Our trainers' and consultants' expertise allows us to cover a wide range of training topics and provide tailored solutions to meet your specific needs. Numerous companies of all sizes and industries rely on our training and consulting services to help them achieve their projects successfully.

-PTCM consultants are recognized specialists in their fields, combining hands-on experience with professional knowledge. Through their training and consulting interventions, they are committed to upholding PTCM's values, which focus on client respect and successful partnerships.

OUR MISSION / OBJECTIVES

- 1- Inspire individuals and teams
- 2- Provide high-quality training
- 3- Help you achieve your professional goals faster and more easily
- 4- Enhance your contribution to your organization's objectives

WHY CHOOSE PTCM

- 1- A team of passionate trainers and experts
- 2- A wide range of English-language training programs
- 3- A pleasant training environment
- 4- Effective teaching methods



OUR TRAINING COURSES

This list of training programs is for reference only and is not exhaustive

FINANCE & ACCOUNTING

Accounting Fundamentals for Financial Analysis

Finance Essentials for Non-Finance Professionals

Budgeting Essentials: From Planning to Execution

HUMAN RESOURCES

Talent Acquisition Management

Human Resources Analytics: From Data to Strategy

Strategic Leadership

SALES AND MARKETING

Sales Skills and Strategies

Digital Marketing

MANAGEMENT

Project Management Essentials

Logistics, Operations, and Supply Chain Management

Lean Six Sigma

SOFT SKILLS

Effective Team Building and Development

Negotiation Skills

Creative Thinking: Techniques and Tools for Success

ACCOUNTING FUNDAMENTALS FOR FINANCIAL ANALYSIS

COURSE DESCRIPTION

Many professionals lack formal training in accounting and often feel uncomfortable when discussing financial matters with their peers and finance professionals. Basic knowledge of accounting and finance will be beneficial for managing people, establishing short and long-term goals, and keeping expenditures under control.

The course aims to provide participants a thorough insight into the meaning of accounting and financial statements, and the skills to analyze them by calculating meaningful ratios in order to carry out an overall effective appraisal of the company

KEY LEARNING OBJECTIVES

Learn about accounting basics and principles

Prepare, read, and interpret the Income Statement, Balance Sheet, and Cash Flow Statement.

Carry out ratio analysis: Profitability, Efficiency, Liquidity, Solvency, Market Value Ratios

Understand the Working Capital Management: Cash, Receivables, Inventory, and Payables

Analyzing through vertical and horizontal common size analysis

WHO SHOULD ATTEND

Non-financial managers in every functional area of responsibility in all industries

Business analysts and business owners with exposure to English speaking companies

Junior Personnel seeking career progression

Administrators / Board members

FINANCE ESSENTIALS FOR NON-FINANCE PROFESSIONALS

04

COURSE DESCRIPTION

The course content has been designed specifically for people working in non-financial roles who want to understand key financial principles and apply them in a real-world context.

This course provides a basic grounding in key financial areas, as well as providing participants the proper investment appraisal techniques to take investment decisions. This course will help you measure risk, calculate the cost of capital, understand the importance of debt, and learn how to pick the best wealth creating investments.

KEY LEARNING OBJECTIVES

Understand the terminology and structure of the Income statement, Balance Sheet and Cash Flow

Understand the language associated with finance

Be able to use appraisal methodologies such as Payback Period, NPV (VAN) and IRR (TRI)

Understand and apply valuation techniques (DCF, DDM, P/E Ratio)

Understand the capital structure and its impact on risk and value

Apply sensitivity analysis

WHO SHOULD ATTEND

Project Managers

Technical executives, line managers, professionals and senior managers who need to enhance their finance knowledge

Personal Investors

Investment Bankers

Financial Analysts

BUDGETING ESSENTIALS: FROM PLANNING TO EXECUTION

05

COURSE DESCRIPTION

This course will help you prepare budgets, learn how to make informed budgeting decisions and effectively communicate financial information to key stakeholders. It is ideal for managers who have, or will have, budgetary responsibilities. Financial terms and budgeting tools will be explained in a way that a non-financial manager will understand and relate to in their own line of work. The trainer will use real life examples and case studies.

KEY LEARNING OBJECTIVES

Understand the key accounting information and statements

Understand the role and principles of budgeting

Understand how to apply different planning, forecasting and analysis techniques

Elaboration of flexible budgets and interpretation of budgets variances

Forecast costs and revenues with greater confidence

Identify key performance indicators for effective decision making

WHO SHOULD ATTEND

All professionals & heads of departments who are required to prepare their departmental budgets or need to understand their department or company budgets

Experts in their own fields who need to acquire expertise in budgeting

Project managers

Financial analysts

TALENT ACQUISITION MANAGEMENT

06

COURSE DESCRIPTION

Hiring the right candidates isn't a matter of luck. The ability to recruit top talents is key to your organization's long-term success in the marketplace. In this training course, you will learn how to create a recruiting strategy that will enable your organization to win the war for talent. You will know how to consistently recruit the most talented A-players, bringing your organization's strategic goals within reach.

KEY LEARNING OBJECTIVES

- Workforce Planning
Alignment of Recruitment and Selection processes with organizational strategy and objectives
Definition of requirements and profile for the role/person
- Recruitment: Finding the Best Candidates
Job Profile Definition
Recruitment Sources
Publicity of the Vacancy
Reception and screening of CVs
- Selection: Choosing the Best Candidates
Selection Techniques
Contacting the candidate and scheduling the process
Interview and Interviewer Preparation
Candidate Reception and Evaluation

WHO SHOULD ATTEND

Recruiters
Talent Acquisition Professionals
Business Owners
HR Professionals
Managers

HUMAN RESOURCES ANALYTICS: FROM DATA TO STRATEGY

07

COURSE DESCRIPTION

HR analytics uses people-data, collected by HR systems and business information systems within the context of the operating environment. At its core, HR analytics enables HR professionals and the organisation to gain insights into the performance of the workforce so that the investment in the 'human capital' brings improved performance, higher productivity and alignment with the organizational strategy and tactics.

KEY LEARNING OBJECTIVES

Understand the fundamental changes in the operating environment

Understand the fundamentals of HR analytics

Conduct analysis of data for predictive and corrective planning

Use a range of HR assessment tools to improve organisational performance

Develop HR metrics, apply them and align them with organisational strategy

Technological advances in workforce analytics

Use data for improved daily people management

Analytics role in learning & development

WHO SHOULD ATTEND

HR professionals

Line Managers

Data Analysts

STRATEGIC LEADERSHIP

COURSE DESCRIPTION

Being a good leader is more than just telling people what to do. It is about enabling team members to work effectively together and achieve results. As a leader, you are responsible for engaging and developing your employees and the stakeholders in general. You guide your team through their day to day and lead initiatives that provide value to your organization.

This comprehensive course aims to build the muscles of aligning business strategy and talent as well as close the gap between your personal development and proficiency in delivering organizational goals and objectives.

KEY LEARNING OBJECTIVES

Understand and apply key characteristics of strategic thinking and planning

Develop skills applying core strategic planning models and tools.

Articulate the most impactful people metrics (KPIs) for the organization

Make use of adaptive leadership styles based on context

Explore models and tools that support higher-level strategic initiatives

Learn how to coach fellow executives toward the achievement of collaborative results

WHO SHOULD ATTEND

Managers & Line Managers

HR professionals

Business owners

PROJECT MANAGEMENT ESSENTIALS

09

COURSE DESCRIPTION

Project management is being increasingly recognized as a vital skill-set for many management positions, not just those with the title of “project manager”. This course provides in-depth, practical, project management fundamentals training. You will discuss projects from your own organization, and review tools and templates we use every day to manage real projects.

KEY LEARNING OBJECTIVES

Basic concepts of project life cycle: Initiating, Planning, Executing, Monitoring and Controlling, and Closing

Develop work breakdown structures (WBS)

Discuss cost and work estimates for your project

Schedule your project and identify the critical path.

PERT and GANTT Chart

Identify, analyze, and determine strategies for risks

Initiation to MS Project software

Implementation of a Balanced Scorecard

WHO SHOULD ATTEND

Project managers, coordinators and analysts responsible for planning and coordinating projects

Technical staff wishing to develop skills in managing projects.

All other stakeholders who may be involved in some aspect of a project

LOGISTICS, OPERATIONS, AND SUPPLY CHAIN MANAGEMENT

10

COURSE DESCRIPTION

Logistics management forms a part of supply chain management that includes implementing and controlling the efficient movement of goods and services. Organizations need trained and knowledgeable professionals who can manage these activities and achieve their goals.

This course will introduce professionals to the various components of logistics and supply chain management like operations, planning, sourcing, procurement, transport, warehousing, and inventory management.

KEY LEARNING OBJECTIVES

Understanding Logistics and the Supply Chain

Competitive Supply Chain Strategies

Outsourcing Trends and Best Practices

Supply Chain Operations Reference Models (SCOR)

The Theory of Constraints (TOC)

Key Performance Indicators (KPI)

Inventory & Warehouse Management

Supply Chain Risks

Procurement and purchasing in Supply Chain

WHO SHOULD ATTEND

Supply chain and procurement professionals

Distribution Managers

Project managers

Finance staff

Operational staff



LEAN SIX SIGMA

COURSE DESCRIPTION

Lean Six Sigma is a methodology that promotes continuous development in businesses and targets efficiency levels of above 99% by reducing variation in processes, allowing a more predictable output. Lean Management on the other hand improves productivity, efficiency and reduces resource waste.

Combining the two strategies can produce competitive advantages such as lower costs, business retention, boosted employee morale, and higher client satisfaction.

KEY LEARNING OBJECTIVES

Understand the Lean Six Sigma methodology

Identify how to successfully implement a Lean Six Sigma programme

Apply the 8 step problem solving and the 7 basic tools to organisational issues

Gain an understanding of what waste is, variations, how to identify them so that they can be reduced

Become familiar with the DMAIC team project model

Relate effective problem solving techniques to the management and take corrective action planning

WHO SHOULD ATTEND

Anybody who is involved in process improvement such as engineers, project managers and advisors

Managers and team leaders who are expected to engage in their business transformation programme

Senior Managers who want to improve their problem solving and decision making skills

EFFECTIVE TEAM BUILDING AND DEVELOPMENT

12

COURSE DESCRIPTION

In order to successfully complete the projects, team members must work together. This is what team building is all about. Once team members have joined the group, they may need to be given the knowledge and skills training in order to produce the desired results. However, for the teams to be effective, team development must be a constant process integrated within the organization's culture.

This course will help you develop forward looking teams, assist you in developing stronger relationships, optimizing the performance of individuals, and empowering you to drive business productivity.

KEY LEARNING OBJECTIVES

Diagnose the health of the team

Understand skills required to implement effective changes in the workplace

Figure out the purpose and direction of the team

Create positive synergy amongst the team members

Understand team skills and dynamics

Establish processes for building an effective team

Improve communication in the team

WHO SHOULD ATTEND

Entrepreneurs

Directors

Senior Management Team

Heads of the Departments

Team supervisors

Emerging Leaders

NEGOTIATION SKILLS

COURSE DESCRIPTION

For businesses, negotiation skills are crucial in both informal daily communications and formal business transactions like leases, sales, service delivery agreements, and other legal contracts.

This course will help you develop win-win solutions in every negotiation, improve your negotiation skills so that you can successfully contribute to your business success and acquire a strategy that fosters goodwill despite the disparity in parties' interests. Participants will gain from this training in improving their relationships with the parties, offering practical solutions, and lowering the likelihood of problems and conflicts compounding.

KEY LEARNING OBJECTIVES

Learn systemic preparation skills for negotiating in many situations

Learn to set the tone and build momentum during negotiation

Learn to adjust your strategy toward dynamic scenarios with a global perspective

Learn negotiation tactics such as value creation and making ultimatums

Practice negotiation strategies and techniques solo or in a team

Identify shared, opposing, and tradeable interests

WHO SHOULD ATTEND

Executives involved in high-level negotiations

Managers involved in employee relations

Sales teams and Sales Executives

Professionals looking to improve their negotiation and networking skills

Anyone who wishes to improve their negotiation skills

CREATIVE THINKING : TECHNIQUES & TOOLS FOR SUCCESS

14

COURSE DESCRIPTION

Creative thinking is the process by which people come up with solutions in order to solve problems. Creativity and innovation are crucial talents in today's rapidly expanding and changing world.

Employers place a high value on the ability to make sense of or communicate new concepts in an inventive way, approach challenges from novel angles, and provide original solutions.

This course will provide you a "tool-box," exposing you to a variety of attitudes and methods that will enhance your natural creativity. You can utilize some of the tools alone or in a group to take advantage of the combined intelligence of many people. You can select the tools or methods that best suit your requirements and areas of interest, concentrating on some or all of the chosen methods in the sequence that works best for you.

KEY LEARNING OBJECTIVES

Understand Creativity Thinking and how it works

Stimulate new habits of thinking to create a constant flow of unique ideas

Use several creative thinking techniques and methods

Learn how to be a problem solver in various situations

Understand various mind mapping techniques

Learn how to Harvest, Design & Implement ideas

WHO SHOULD ATTEND

Business owners

Policymakers

Managers and top Managers

Supervisors

Individuals at all levels from all functional areas

SALES SKILLS AND STRATEGIES

COURSE DESCRIPTION

This course will provide you with the necessary sales skills that will improve your selling behavior and drive success in leading sales. Learners will gain a clear understanding of the prospecting process and the fundamental skills required to build lasting, long-term, trusting relationships with customers.

This course will take you step-by-step, through the building rapport with your prospect, assess their needs, all the way through to some great closing tips and techniques.

KEY LEARNING OBJECTIVES

Learn the process and tools needed to conduct a strategic analysis for accounts

Create a robust sales strategy

Learn the key stages to not just renew strategic accounts but increase their value

Learn the essentials for succeeding at both planned or spontaneous meetings with buyers

Break down complex sales into understandable components by adopting roadmaps

Overcome buyer hesitations and explore unrecognized needs

WHO SHOULD ATTEND

Salespeople who want to improve their ability to better connect with others

People who need to improve their overall sales process

People who want to learn how to sell, how to get leads, and how to get quality referrals

Salesmen who want to maximize their sales results and closing ratio

DIGITAL MARKETING

COURSE DESCRIPTION

Digital Marketing is a key tool for reaching your audience and expanding your business. In this course, you will learn about various digital marketing approaches and comprehend how crucial it is to balance and combine these strategies in order to effectively target your customers.

To make sure you can choose the best marketing plan for your company, this course will assist you in learning about each marketing technique, including banner advertising, pay-per-click advertising, content marketing, search engine optimization, social media marketing, and email marketing.

KEY LEARNING OBJECTIVES

Understand the fundamentals of Digital Marketing and Social Media Marketing

Identify, formulate and implement a content strategy

Understand the scope and types of digital assets

Introduction to social media marketing channels: Facebook, Instagram, Youtube

Learn about the influencer marketing and influencer marketing management

Learn about Search marketing: SEO, SEM, PPC, and Google Adwords

WHO SHOULD ATTEND

Brand Managers and Marketing professionals responsible for the management and marketing of products/services of the organization

Sales managers who are interested in exploring the digital opportunities to expand sales

Marketing consultants responsible for advising organizations

Business owners looking to connect with the consumers and generate sales in a digital world

CONTACT INFORMATION



00212 645 549 801



contact@ptcm.ma



www.ptcm.ma