

# Finance for Non-Finance Professional

“Learn the practical tools and techniques that could make you financial savvy”

The Expert Profile - Agee Lee

Agee Lee has more than 26 years of corporate experience, and including 19 years of training experience. He started his career as a trainee in Kwong Yik Bank and moving up to Branch Manager, Loan Manager managing Corporate and Commercial Loans, and finally as Head of Loan Recovery Division. During this employment as Head of Loan Recovery Division, he successfully led his team by bringing down the Non Performing Loans (NPLs) from RM1.9 billion to RM68 million.

After his stint from Kwong Yik Bank, he worked in a property development company, constructing a condominium and Nilai 3 for 2 years. He then worked 2 years in a construction company in Kota Kinabalu, Sabah, executing federal contracts on roads, schools and colleges. His last appointment was with Hong Leong Bank as Head of Remedial Management Department supervising NPLs of RM6 billion.

Besides his impressive career track records, Agee Lee is also active in charity. He was elected as the President of Kiwanis Club in 1987, and for his dedication and service to the community, was also awarded the Distinguished President of the Year Award for 1986 to 1987 by the Past-Presidents of the Kiwanis Club of Kuala Lumpur. He was the top fund raiser for several consecutive years, helping many under-privileged children to grow up healthy and reach their full physical and mental potential. He was then in the Board that nurtured the “Kiwanis Down Syndrome” in 1988.

Agee Lee is actively involved in training for the manufacturers, banks, professional institutions, property developers, construction companies and SMI. He specializes in the area of corporate strategic planning, ordinary business planning, operations of international trade & financing, banking, and finance & accounting.

Agee Lee holds Honours Degree in Economics (major in Business Administration) from the Universiti Malaya, as well as the Associate of Institute of Bankers (London), Diploma in Marketing Management (NPC) and Certificate in Financial Planning (MII). He was recently given AIBM from the Institut Bank Bank Malaysia, and certified professional trainer by Pembangunan Sumber Manusia Berhad (PSMB).

## Objectives

By the end of the session, you would be able to:

- Build business acumen and apply the financial knowledge to your work, business and personal life
- Understand the accounting process and how the accountant prepare the financial statements
- Understand and familiarize the terms & jargons of accounting
- Interpret the financial statements, such as Balance Sheet, Income Statement and Cash Flow Statement
- Realize the meaning behind the numbers in the financial statements
- Apply financial analysis tools to make better decision on sales and purchase of equipment
- Prepare realistic budget to control your financial situations and achieve desired goals
- Apply break-even analysis to determine your desired revenue, expenses & profit, and gain clear vision of the organization products / services performance
- Examine organization performance through annual report
- Appreciate the ratios analysis for measurement of the business performance
- Build your confidence while working with the financial professionals
- Build a more productive relationship with the top management
- Extend your professional skills and add your career value

## Learning Methodology

The program will be delivering through a combination of Metaphoric and Learning-by-doing approach, where as the participants will be simulating as a businessman to go through each financial & accounting process. At each stage, the participants will need to exercise the financial knowledge delivered and make judgments on each decision they have to make.

Active learning activities are included to allow participants to engage actively in the learning process. The active learning activities are such as:

- Group discussions
- Case studies
- Interactive storytelling
- Brainstorming

## Who Should Attend

Directors, general managers, head of departments, branch or divisional managers, executives, engineers, and technical specialist are encouraged to attend this session.

## Program Outline

### Module 1

The importance for you to understand finance & accounting

### Module 2

The basic concept of accounting – The difference between cash and accrual accounting, and the importance of cash flow

### Module 3

Understand the account jargons & terminology:

- Sales – Knowing the types of sales, sales returns, sales allowances & cash discounts
- Cost of Goods Sold – What is the inventory, LIFO & FIFO methods, discounts on goods purchased and identify the cost of discounts
- Expenses – Classification of the variables & fixed expenses, analyze the health of your expenses, interpret the operating report on expenses, contribution margin & break-even point (BEP)
- Equipments – Difference of the useful life, salvage value, depreciation & book value, and the accounting definitions when equipments is sold, lost or stolen, repair or refurbish

### Module 4

Purchase of the equipment – whether you should buy or lease, identify the best payback methods, be aware of the time value of money, and whether to repair or replace when the equipment is down

### Module 5

Interpret the Balance Sheet – what are the assets, liabilities, working capital and equity.

### Module 6

Prepare your budget – learn how to construct the sales budget, cost of goods budget, expense budget, cash flow budget and budget summary

### Module 7

Break-even analysis – learn how to calculate the break-even point (BEP), graphing break-even analysis, and recognize the “Variable cost” control point

### Module 8

Analyze business performance through annual report – techniques in analyzing the income statement, balance sheet, retained earnings statement & cash flow statement, and introducing ratios to determine the business performance



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## Workshop

\* Fees includes workshop materials, refreshment, lunch and certificate of attendance but excludes Bank charges & VAT per payment

Session	Date	Venue	Normal Fees	Early Bird Deadline
	<input type="checkbox"/> 13th-14th October 2010	The Legend Hotel, Kuala Lumpur, Malaysia	RM 1490	10th September 2010
Discount	Early Bird Registration <input type="checkbox"/> 5%			
	Group Registration <input type="checkbox"/> 3 or more at 5% off <input type="checkbox"/> 5 or more at 7% off <input type="checkbox"/> 8 or more at 7% off			

## Schedule

08:30 Registration  
09:00 Workshop Begins  
10:30 Coffee & Networking  
10:45 Workshop Resumes  
13:00 Networking Luncheon  
14:00 Workshop Resumes  
15:30 Coffee & Networking  
15:45 Workshop Resumes  
17:00 Workshop Ends

## Organization Details

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

## Participant Details

Name	Job Title	Email	Direct Line
1.			
2.			
3.			

## The invoice should be directed to

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Email \_\_\_\_\_ Direct Line \_\_\_\_\_

## Authorising Manager's Details

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Email \_\_\_\_\_ Direct Line \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

\*The booking is invalid without a signature.

After complete this form,  
please fax it to (603) 40235716

**CANCELLATION & SUBSTITUTIONS:** This registration may only be cancelled in writing not later than two weeks before the workshop begins. The booking may not be cancelled nor any fees refunded thereafter. A substitute may be named at any time before the workshop begins.

**HOTEL ACCOMMODATION:** Accommodation is not included in the workshop fees. Room Reservation can be made by delegates directly with the hotel. To enjoy privileged room rates, please contact the Hotel directly and state that you're attending an event organised by GIN (Global Intelligence Network).

The Legend Hotel, Kuala Lumpur  
Tel: (603) 4042 9888  
The Summit Hotel, Subang Jaya  
Tel: (603) 8023 3000

**NOTE:** It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue. Every effort will be made to inform the participant of the change. Global Intelligence Network should not hold liable for any cost arising from this change.

**PAYMENTS:** An invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event in order to be eligible for attending. Walk-in delegates with payment will be admitted on a space available basis. Payment may be made via cross cheque / bank draft / electronic transfer, made in favour of:

Global Intelligence Network (M) Sdn Bhd  
268-2-1, Wisma Mutiara Genting,  
Jalan Ayer Jerneh Off Jalan Genting Kelang,  
53300 Setapak, Kuala Lumpur,  
Malaysia.

Details for Telegraphic Transfer:  
Bank: RHB Bank  
Branch: Setapak, Kuala Lumpur  
A/C No: 26405800003737  
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