

# Finance for Non-Finance Professional

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

## Introduction

Financial analysis skills are crucial for professionals. Major business decisions require good comprehension and analysis of accounting concepts and financial statements. This 2-day practical skills workshop aims to equip non-accounting / finance professionals with the knowledge, skills and tools required to understand finance concepts and analyze financial statements. A practical “business-critical” approach using real case studies will be used throughout the workshops.

## Objectives

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

- Read and clearly understand financial statements.
- Demonstrate the fundamental accounting concepts.
- Identify the major accounting issues.
- Calculate critical financial ratios.
- Develop an analytical mind in analyzing financial reports.
- Demonstrate the credit risk of your customers and debtors.
- Display a company's financial position and how is its business, performance compares with others in the same industry.
- Identify the structure and major elements in audited financial statements.
- Recognize how 'creative accounting' is used in manipulating profits.
- Detect signs of financial distress and decision making.
- Construct a realistic budget plan.

## Learning Methodology

The program will be delivered 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: Quizzes, Group discussions, Case studies, Interactive storytelling, Role plays and Brainstorming.

## Who Should Attend

Directors, general managers, head of departments, branch or divisional managers, executives, engineers, and technical specialist who need to make critical Business and Managerial decisions based on practical understanding and analysis of company financial statements.

## Program Outline

### Module 1: From Business Plan to Financial Plan

All financial objectives are derived from a business plan:

Phase 1: From Vision to Financial Success.

Phase 2: From Financial Success to Financial Growth.

### Module 2: Corporate Structure of a Business

The purposes and benefits of setting up a Limited Liability Corporation; The roles & responsibilities of shareholders, board of directors, managing director; what is Memorandum and Articles of Association? The internal and external auditors and their roles and responsibilities; and Corporate Governance: the roles & responsibilities of directors & auditors.

### Module 3: Fundamental Accounting Concepts Explained

What is financial accounting all about? The Accounting Equation - the basis of financial accounting; the preparation of financial accounts in accordance with accounting conventions; and an overview of the complete financial accounting process.

### Module 4: How to Read Financial Statements

Understand the typical structure and major elements in audited financial statements:

1) Balance Sheet 2) Income Statements 3) Cash Flow Statements

### Module 5: Major Financial Ratios and Detecting Signs of Financial Distress

Computation of key accounting ratios; analysis and interpretation of the accounting ratios; identification of the key areas of financial concerns and decision making.

### Module 6: Investors Relation

Realize how to raise fund through rights issue or debt issue; capitalization of profits through bonus shares; and sharing of profits through dividends.

### Module 7: Challenges of Creative Accounting

Major accounting issues and creative accounting in manipulating profits with real case studies: 1) Revenue recognition. 2) Capitalized expenses. 3) Inventory and costs of sales adjustments. 4) Creating false records. 5) Non-existent assets. 6) Misrepresentation of the actual sum of paid up capital.

### Module 8: Preparation of Financial Budgets

Fundamentals in the preparation of financial budgets, and the comparisons between budgets and actual financial results.

## The Expert Profile

**Dr. Ooi**, CTP, ACIS, CFP, MBA, DBA, PhD(hc) is an international Certified Training Professional certified by the Asian Regional Training and Development Organization (ARTDO), Philippines, an Associate member of the Institute of Chartered Secretaries and Administrators, U.K., a Certified Financial Planner of the Institute of Financial Planning, Malaysia.

He obtained his Masters of Business Administration degree from Southern Luzon State University, Philippines and his Doctor of Business Administration degree from American Heritage University of Southern California, US. For his leadership role in promoting executive learning in Asia Pacific, he was awarded the Honoris Causa in Business Management by Akamai University, US.

He is a Corporate Consultant as well as a international Lecturer and Trainer with more than 20 years of experience. He has managed transactions on Acquisitions and Mergers worth more than USD 20 million and have also conducted lecturing and training extensively for more than 8000 people, including entrepreneurs, senior managers, managers and executives from various industries such as multinational companies, public listed companies, small medium enterprises, non-government organizations and government universities and other organizations in Malaysia, Vietnam, Philippines, Middle East and China.

**Dr. Ooi** started as a finance officer with a leasing company, later he join a computer distribution company as a finance manager. He furthers his career as Company Secretary and General Manager of Corporate Affairs of an investment company with interests in manufacturing and trading activities.

**Dr. Ooi** delivers his training with passion and energy and is well received by management participants from a diverse culture of 7 different countries. Some of his clients are: Intel Technology, AMD, Spansion Electronics, Dell Computers, Dutch Lady Vietnam; Australian Education International Vietnam, Southern Luzon State University, Batangas State University, Kingdom of Qatar, Kingdom of Bahrain, Kingdom of Saudi Arabia, The Bridge Fund China.



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

Session	Date	Location	Normal Fees	Early-Bird Due Date
	<input type="checkbox"/> 23-24 Feb 2012	Grand Dorsett Subang Hotel, Selangor	RM 1590	27 Jan 2012
	<input type="checkbox"/> 23-24 May 2012	Grand Dorsett Subang Hotel, Selangor	RM 1590	27 Apr 2012
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 10% 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

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. To enjoy privileged room rates, please contact us and let us know your accommodation's arrangement.

For more information on the hotel, please visit [http://www.gin-my.com/contact\\_us](http://www.gin-my.com/contact_us)

**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  
 Swift Code: RHBBMYKL

For electronic transfer, Please email / fax your transaction slip to us as proof of payment.

## 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.



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