



# Public Training/Workshop#

# Finance For Non-Finance Professionals

*"The Art of Adventure For Lifelong Learning"*

## PROGRAM OVERVIEW :

Managers all over the world are increasingly facing top-line and bottom-line demands amidst an environment that is uncertain and challenging. Hence for a manager to be effective, he or she should have good business acumen for which fundamental financial knowledge is critical.

In an article entitled, "Business Acumen Involves More Than Numbers"] Chris Berger, a principal and member of the human resources practice explains that business acumen starts with the ability to understand how a company makes and loses money and that leaders must be financially literate and be able to understand numbers on company financial statements.

The program is designed for Managers and Leaders who want to enhance their 'business acumen' and take positions of responsibility and accountability. Additionally it enables participants to improve their knowledge of finance and financial analysis to be able to see the financial outcome and impact of strategies and operations and be able to better monitor and control performance of companies.

The approach taken during the program is one from a business perspective so as to be able to see flow of money and critical links for control and results and for the effective management of resources.

The program uses a wide variety of participative methods including mini case studies to understand company balance sheet, income statements, cash flow statements and statements to add value to the effective management of organization.

## PROGRAM OBJECTIVE :

After completing this program, participants will able to :

- Understand key finance and accounting terms and the logic behind them
- Understand financial statements easily
- Analyze and interpret financial statements
- Demonstrate the impact of operation decision on their company's financial statements
- Use cost and financial performance data to make better operational decisions
- Assess the financial strength of the company's customers. Suppliers and competitors
- Manage the financial aspects of their department or unit effectively

## METHODOLOGY:

The program is highly interactive with a balance of lectures, exercises, case study and video. All participants are requested to bring along their calculator

## WHO SHOULD ATTEND :

- Directors
- Managers
- Executives at all levels who use financial information in the course of their work but do not have any specialized training in understanding financial information.

## PROGRAM SCHEDULE :

Registration	: 8.30am
Morning session	: 9.00am - 10.30am
Morning Tea	: 10.30am - 10.45am
Lunch	: 1.00pm - 2.00pm
Afternoon session	: 2.00pm - 3.30pm
Afternoon Tea	: 3.30pm - 3.45pm
End	: 5.00pm



## Date:

17-18 Feb 2016

## Duration:

2 days, 9am – 5pm

## Medium:

English & Bahasa Malaysia

## Venue:

Monterez Golf Club / Blue Wave



# COURSE CONTENT

## DAY 1 :

### **Business Overviews and the Value of Financial Knowledge & Introductions to concepts, Conventions & Regulations**

#### **Introduction to business start-ups and assets and liabilities**

- balance sheets / cash flow statements (including the relationship between each statement, management report, notes to financial statement, auditors reports etc)

#### **Understanding Concepts in Group Accounts**

- understanding of basic principles of consolidation, differentiating group financial and company financial statements

#### **Exploring Key Items in Financial Statements Relevant for Analysis**

- concepts in financial statements and to understand the inter-relationship of these items i.e. fixed assets, current assets, liabilities, long terms liabilities, working capital cycle, share capital and reserves, dividend policy & treatment in financial statements, recurring & non-recurring items

#### **Analyzing and Interpreting Company Account using Basic Analysis including Trend and Ratios. Understanding the strengths and weaknesses of Accounting measures of Performance**

- items in financial statements using ratios and how to interpret the ratio e.g. profitability margins – EBITDA margins, EBIT margins, return on equity, return in assets, dividend yield, liquidity ratio (current ratio, stock turnover, trade debtor days, trade creditors days, debt ratios, debt to equity, interest cover)

## DAY 2 :

### **Video Case learning**

#### **Working Capital Management**

- Critical Issues in Working Capital Management
- The Importance of Cash cycle and forecasting

#### **Management Accounting and the importance of Cost, profit and Breakeven**

- The importance of Management Accounting
- The difference between absorption Costing and Marginal Costing
- Transfer pricing
- Breakeven point analysis
- Cost, volume and profit analysis

#### **Budgeting and Forecasting**

- Budget stages explained and forecast
- Why budget and forecast?
- How to budget the key elements?
- Budget objective and company culture
- Budget systems and techniques

#### **Capital expenditure and investment Appraisal**

- The time value of money and forward investment
- Payback periods
- Discounted cash flow, net present value (NPV)
- Internal rate of return (IRR)
- Hurdle rate determination



## TRAINER'S PROFILE

### RICHARD JACOB

Richard Jacob, He is an American Management Association (AMA) Global Faculty Member and has delivered training programs in Cairo, Dubai, Tokyo, Manila, Singapore, Jakarta, Lahore, Karachi, Shanghai, Beijing, Hong Kong, Saigon and Hanoi.

He has an MBA from Cranfield School of Management in the United Kingdom, which is a leading European Business School. He is an Accountant by training and was an Auditor in an international firm of Accountants for nine years. His strategic experience comes from being a Financial Manager, Company Secretary and Business Development Manager in a leading Swedish pharmaceutical company by the name of Astra Pharmaceutical.

Since 1995, Richard has consulted and trained some 13,500 General Managers and executives in several companies in Asia in his core business competencies which are in Marketing, Leadership, Strategy and Change and Fundamentals of Finance. More recently Richard has designed and delivered a Business Essentials program for participants of the Philips China, Advanced Leadership Development Program (ALDP).

Richard's impressive client list includes Philip's units in Asia delivering Marketing modules as part of their Global Faculty for Revolutionary Change in Marketing. He has also designed and developed Marketing Development Programs for 3M Malaysia, Maxis, Astro and Tractors Malaysia. In the area of Finance his clients include Hilton International, Mearsk in Tokyo, Unilever Philippines and UNAXIS of Switzerland in Finance. In the areas of Leadership and Change and Strategic Management his clients include Matsushita Asia, Comptel, Total Sports Asia, Braun Malaysia, Schering AG Malaysia, Tenaga Nasional, NIAM, Great Eastern, Hong Leong Group, Securities Commission, the Air Force of Malaysia, Pfizer Malaysia, BDO Binder, and Maybank.

Richard is a competent global trainer and facilitator with powerful abilities to get participants to relate concepts to practice.

Richard also does competency assessments for marketing personnel and high potentials and has recently gone into coaching having completed all modules of Erickson College's Solution Focused Coaching Certification Program that is accredited by ICF

#### IN-HOUSE TRAINING

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#### PUBLIC TRAINING CALENDER Jan - Mar 2016

Month	Program	Date	Place	Promotion - Early Reg
JAN	<a href="#">Quality Performance Indicator for Accounting Personnel</a>	6-7 Jan	Ambassador Hotel Suite, Lanson Place	Discount 20% Before - 29 December 2015
	<a href="#">Air-Conditioning And Refrigeration System Operation &amp; Trouble Shooting</a>	13-14 Jan	Monterez Golf Club	Discount 20% Before - 4 January 2016
	<a href="#">Rigging &amp; Slinging</a>	18-19 Jan	Monterez Golf Club	Discount 20% Before - 6 January 2016
	<a href="#">EQ &amp; Stress Management</a>	20-21 Jan	Ambassador Hotel Suite, Lanson Place	Discount 20% Before - 8 January 2016
	<a href="#">Product Brand Management</a>	27-28 Jan	Ambassador Hotel Suite, Lanson Place	Discount 20% Before - 18 January 2016
Please call us NOW if you are entitle for special promotion +603-5542 0023 (Hunting Line)				
Feb	<a href="#">Budgeting and Planning</a>	3-4 Feb	Monterez Golf Club	Discount 20% Before - 22 January 2016
	<a href="#">The Science &amp; Art Of Coaching For Managers</a>	15-16 Feb	Ambassador Hotel Suite, Lanson Place	Discount 20% Before - 5 February 2016
	<a href="#">Finance For Non Finance</a>	17-18 Feb	Monterez Golf Club	Discount 20% Before - 5 February 2016
	<a href="#">Excellence Business Communication &amp; Negotiation Skills</a>	22-23 Feb	Ambassador Hotel Suite, Lanson Place	Discount 20% Before - 10 February 2016
	Effective Domestic Inquiry Skills	24-25 Feb	Ambassador Hotel Suite, Lanson Place	Discount 20% Before - 12 February 2016
Please call us NOW if you are entitle for special promotion +603-5542 0023 (Hunting Line)				
Mar	<a href="#">Higher Productivity &amp; Effective Supervisory Skill</a>	2-3 Mar	Ambassador Hotel Suite, Lanson Place	Discount 20% Before - 19 February 2016
	<a href="#">Design Of Experiment (DOE) For Quality Improvement</a>	7-8 Mar	Monterez Golf Club	Discount 20% Before - 26 February 2016
	<a href="#">Microsoft Excel</a>	16-17 Mar	KL Sentral, KL	Discount 20% Before - 4 March 2016
	Writing Good Business Documents and Reports	21-22 Mar	Monterez Golf Club	Discount 20% Before - 11 March 2016
	<a href="#">Lean Six-Sigma</a>	28-29 Mar	Ambassador Hotel Suites, Lanson Place	Discount 20% Before - 18 March 2016

#### **# HRDF Claimable**

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# Registration Form

## FINANCE FOR NON FINANCE PROFESSIONALS

DATE : 17-18 Feb 2016 VENUE: Montez Golf Club

PLEASE COMPLETE THIS FORM AND EMAIL / FAX TO US EMAIL :

icare@asl-solutions.com ; amirul@aspublicworkshop.com  
FAX : +603-5548 0024 ; TEL : +603-5542 0023 (Hunting Line)

### PARTICIPATION FOR TWO DAYS WORKSHOP FEE :

Price : RM 1880.00  
Register Before : 5 February 2016  
(3 PROMO AWAITS YOU !!!)  
Group Registration : Reg. 3 Seats - Free 1 Seat

### PARTICIPANT'S NAME :

Name : \_\_\_\_\_  
Position: \_\_\_\_\_ Dept: \_\_\_\_\_  
DL : \_\_\_\_\_ HP: \_\_\_\_\_  
Email: \_\_\_\_\_

Name : \_\_\_\_\_  
Position: \_\_\_\_\_ Dept: \_\_\_\_\_  
DL : \_\_\_\_\_ HP: \_\_\_\_\_  
Email: \_\_\_\_\_

Name : \_\_\_\_\_  
Position: \_\_\_\_\_ Dept: \_\_\_\_\_  
DL : \_\_\_\_\_ HP: \_\_\_\_\_  
Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ Postcode: \_\_\_\_\_

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

(Authorization (Signatory must be authorized on behalf of the company )

Name: \_\_\_\_\_

Position: \_\_\_\_\_ Department : \_\_\_\_\_

DL: \_\_\_\_\_ Email : \_\_\_\_\_

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

This booking is invalid without a signature & company stamp.

### TERMS & CONDITIONS:

1. Workshop Fee is not inclusive of accommodation and transportation
2. Fees are inclusive of program materials and refreshments.
3. Payment Terms - Following completion and return of the registration form, full payment is required within Ten (10 ) working days upon the issuance of invoice or a letter of undertaking ( LOU ) .Payment or LOU must be received prior to the conference/ training date. A receipt will be issued on payment. Due to limited conference/ training seats, we advise early registration to avoid disappointment.

4. **CLIENT'S CANCELLATION/SUBSTITUTION** Client's cancellation must be received in writing by MAIL or FAX two (2) weeks prior to the event in. All bookings carry a 50% cancellation liability should the notice given is less than two(2) weeks. and 100% cancellation liability 7-days prior to the event Non-payment or non-attendance does not constitute cancellation. ( However, complete set of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing )

5. If, for any unexpected circumstances or reasons that ASL Group decides to postpone this event, the client hereby indemnifies and holds ASL Group harmless from any cost incurred in by the client. The event fee's will be refunded,

ASL Group reserves the right to change the content without notice.

6. Copyright etc. - All Intellectual Property rights in all materials produced or distributed by group in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.

7. Important note: In the event that if ASL Group permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.

8. All Payment should Be Made to :

**ASL Training & Consultancy Sdn Bhd.**

**COMPANY STAMP**

