

ACCOUNTING & FINANCE FOR NON-FINANCIAL MANAGERS

(One day or 2 days seminar)

SEMINAR OVERVIEW

Management decision by any managers carries financial implication whether current or in the future for companies. In the current business environment where speed is of the essence, faulty decision making can be critical and not reversible and it is imperative that managers or business owners understand financial implications of their decision. This seminar is targeted for non-financial and non-accounting managers so that they can understand the implications, especially the financial ones, of their decisions. This seminar would also be useful for those heading functional departments (other than finance) and would like to participate in financial activities of the company like budgeting, effectively.

OBJECTIVES OF SEMINAR

By attending the Seminar/workshop participants will be able to:

- ◆ Learn and understand what financial statements are and the underlying concepts that such reports are based on
- ◆ Learn useful and powerful financial analysis tools to understand a company's performance and financial health better
- ◆ Understand the planning and budgeting process of the company and how non-financial managers can play an effective role in the process
- ◆ Understand the importance of funds in the company and how to raise and manage working capital.
- ◆ Learn and Understand cost structures and decision making
- ◆ Learn and understand regulatory and environmental changes which affects businesses

TOPICS COVERED

1. The Financial Environment
 - a. Various Forms of Business structures explained
 - b. The legal and regulatory Framework in Malaysia
 - c. What are financial statements?
 - d. Who are the users of Financial Statements
2. Accounting Concepts and Practices
 - a. Underlying concepts and conventions
 - b. The concept of fixed assets and depreciation
 - c. What are shareholders equity and reserves?
 - d. Inventory Valuation
 - e. What are Assets and Liabilities?
3. Understanding and analysing Financial Statements
 - a. Profitability Analysis

- b. Effectiveness Analysis
- c. Liquidity Ratios
- d. Gearing Ratios
- e. Investments or Market Ratios
- f. Time Series and Cross Sectional Analysis
- 4. Funding the organization
 - a. Capital and Money Markets
 - b. Raising funds and cash flow statements
 - c. Managing Working Capital
- 5. Budgeting and Costing
 - a. Understanding cost and Breakeven Analysis
 - b. Capital budgeting and decision making
 - c. Planning and Budgeting
- 6. Regulatory issues and taxes
 - a. GST/SST
 - b. Company Act 2016
 - c. Corporate Governance

The above is just an outline and actual content will be more or less the same depending on requirements of the client.

METHODOLOGY:

This program will be presented via interactive lecture, Q &A, discussions, practical hands-on activities, and group & individual presentation. Students are encouraged to bring their notebooks for this session as presentations using Microsoft® Power Point or other relevant software may be required.

WHO SHOULD ATTEND?

This course is designed for senior managers/ managers of all departments/ functional areas be it IT/ Sales & Marketing/ Business Development Production/ Human Resource, Legal, Engineering, CEOs, and Directors who wants to be more effective in helping the organization achieves its financial goals.

FACILITATOR - Dominic Shum MBA, BBA, FInstLM, FIPA, FFA, FICA, CCIA, MCCS



Dominic Shum has more than 24 years of senior management experiences in planning, financial management, general management and consulting. He is the principal consultant and trainer of DRC Services and an adjunct Faculty of Excel International College. He graduated from the National University of Singapore with a Bachelor of Business Administration degree and he holds an MBA in Entrepreneurial Management from Australian Institute of Business. He is a Fellow Member of the Institute of Leadership and Management (UK), Fellow Member of the Institute of Public Accountants of Australia (IPA), Fellow Member of Institute of Financial Accountants (IFA, UK), a Certified Life Fellow of the Institute of Commercial & Industrial Accountants (ICIA), a Certified Member of the Malaysian Association of Company Secretaries and a Member of the Malaysian Institute of Human Resource Management. Dominic is currently a council member and past VP of IPA's branch in Malaysia, Council member of ICIA and EXCO member of the Malaysian Economic Society. He has led finance and planning functions in local as well as multinational companies and has served as Financial Controller, Strategy Manager, Regional Business Planning Manager, Corporate Affairs Director, Group Finance Manager and other positions. He utilizes his expertise in management and finance to train managers and executives as well as imparting his knowledge to students of MBA and EMBA classes. Dominic has also written many business and management articles in professional journals, academic journals and books. He is a member of the Berjaya University College of Hospitality's MBA industrial Advisory panel and a registered HRDF trainer.

For more information about this seminar please contact Dominic Shum as below.
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