



## FINANCE FOR NON-FINANCE PROFESSIONALS: TACKLING THE FINANCIALS – ARE YOU EQUIPPED?

### INTRODUCTION/ OBJECTIVE

Every business decision you make today has a financial implication on your organisation. Whether you are in general management, sales and marketing, production, operation or company secretary, you need some basic understanding of various financial sequences and implication of a decision made by your team members.

This course is specially designed to provide the essentials tools for you to measure the organization's financial performance and trains you to be confident in using the tools for corporate performance measurement. Finance and accounting cannot be left solely to the financial staff as you will need the understanding of financial statement in order to create a competitive advantage over your counterpart within the same industry as well as monitor whether the target set, has been achieved.

Participants will learn the features and limitation of financial statement which become the primary source of information for decision making and success in the long term.

This program will also guide you through the importance aspect of Management accounting and capital investment/project evaluation.

### BENEFITS OF ATTENDING

This course aims to help participants:

- Develop business acumen and apply the knowledge to your business and personal life
- Understand financial statements and their relationship
- Distinguish between profit and cash
- Make better business decisions with a keen insight for the business numbers
- Participate effectively in management meeting
- Know what questions to ask and whether you are getting the right answers
- "Think Bottom-line" and transform performance measurement apply knowledge to enhance profit and cost optimization for the organization
- Acquiring a practical foundation in Management accounting for decision making
- Acquiring the concept of simple interest and compound interest
- Ability to evaluate capital project and determine the required rate of return
- Use the relevant tools to evaluate financial performance of the organization

### METHODOLOGY

Lectures, discussions, simulation exercises and practical case studies

## PROGRAMME

### Module 1: Financial statement -overview

- component of income statement
- Statement of financial position and its main line item
- various component and section in the statement of cash flow
- Statement of changes in equity

### Module 2: Financial ratio analysis for measuring business performance

- vertical analysis
- horizontal analysis
- accounting ratio
- performance ratio
- liquidity ratio
- activity ratio
- Financial gearing ratio
- interest cover ratio
- investment ratio
- Over-capitalization
- common business problem

### Module 3: Marginal costing /cost -volume-profit analysis

- Various element of cost and cost behaviour
- Cost centre and cost units
- Concept of contribution
- Break-even analysis
- Margin of safety
- Interpretation of the result
- limitation of the approach

### Module 4: Techniques in project evaluation

- Time value of money
- Power of compounding compares with simple interest
- Payback period, Net present value (NPV) and internal rate of return (IRR)
- Required rate of return for a project

## WHO SHOULD ATTEND

Directors, managers involved in decision making using financial statement, corporate planner, general manager, head of department, Legal officers, chief marketing officers, project engineers, business analyst, business development /managers, entrepreneurs and other non-finance personnel.

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## PRESENTER'S PROFILE



**MR. TAM FOOK CHEONG**

**FCCA, ACMA, CGMA, MIA**

Kenneth Tam is a trainer cum consultant. He has over 30 years of corporate experience in the field of financial management, financial accounting, tax, business planning and budgeting. He had wide, extensive and hands-on experience in various industries which include oil and gas (upstream and downstream), manufacturing, trading, project management and education. From 1980 to 2008 he held various managerial positions in a Global oil and gas group of companies, one of the Fortune 500 companies.

Since 2009 he became a full-time learning consultant, he has contributed to the success of many training programmes through result-oriented and energetic training methods. Kenneth's training style is refreshing and energetic, relaxing his audience. By providing a practical approach in his presentation, alongside easy-to-use templates, he inspires his audience to take action and produce results. He provides ways on how to transform and enhance existing skills, mental attitudes and mindsets at all levels, to improve individual and corporate performance. This comes as no surprise as Kenneth has been lecturing extensively in various university colleges many years ago in strategic financial management, performance measurement and financial reporting for professional examination boards namely ACCA, MICPA CIMA, and ICSA & ICAA. Currently Kenneth is also a local counsellor in the Finance Module of two MBA learning programmes. As a corporate trainer cum consultant, he has experience in designing, developing and delivering various training programmes for both in-house as well as public programmes.

Kenneth Tam is a Fellow member of the Association of Certified Chartered Accountants UK (FCCA), Associate member of the Chartered Institute of Management Accountants UK (ACMA), member of the Chartered Global Management Accountant (CGMA), a member of the Malaysian Institute of Accountants (MIA). He also obtained a Certificate IV in assessment and workplace training from Australia and approved certified trainer from PSMB. In addition, Kenneth Tam is currently also an Independent Non-Executive Director of a company listed on the main market of Bursa Malaysia.



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**REGISTRATION FORM**

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<b>DATES (PLEASE TICK PREFERRED DATE)</b>	<input type="checkbox"/> 28 June 2018 (Friday)	<b>8 CEP HOURS</b>
<b>DURATION</b>	01-day (0900 – 1700 hours)	
<b>VENUE</b>	Seri Pacific Hotel Kuala Lumpur	
<b>FEE</b>	RM1060.00 per participant (inclusive of 6% GST)	
<b>PAYMENT</b>	Cheque is made payable to <b>BURSATRA SDN. BHD.</b>	
<b>CANCELLATION</b>	Cancellation must be received in writing one (1) week before the seminar. Full amount of the registration fee is chargeable for non-attendance; however, replacement of participant is accepted.	
<b>TO REGISTER</b>	Please Call <b>03-7954 8002 / 03-7958 8001</b> or Fax Registration Form to: <b>03-7954 8001</b> or e-mail to: <b>sophiah@bursatra.com.my</b>	

**Details:**

Name of Participant : \_\_\_\_\_

Designation : \_\_\_\_\_

NRIC / Passport # : \_\_\_\_\_

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

Address of Company : \_\_\_\_\_

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Tel.# : \_\_\_\_\_

Fax # : \_\_\_\_\_

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