



Two Days Intensive Seminar

SBL Claimable Subject to HRDF Approval

# Accounting and Finance for Non-Finance Managers and Executives

**21ST & 22ND JUNE 2012**  
**JW MARRIOTT HOTEL,**  
**KUALA LUMPUR**

**Introduction**

In the ever competitive business environment, managers are required to understand how the decisions made affect their companies' success. There is also a growing trend for non-finance managers to work in cross-functional teams where the knowledge of core financial principles is necessary to relate their targets to the corporate drivers, which are ultimately linked companies' profitability.

**Objectives**

- At the end of this seminar, the participants will:
- Gain a good understanding of the three key financial statements
  - Improve on their ability to analyse their companies' financial performance
  - Gain a good understanding of cost structure and improve on their cost management skills
  - Better understand the investment appraisal process and financial decision concepts
  - Gain working knowledge of how to plan and manage their budget

**Target Audience**

This seminar is most suitable for non-finance managers who need to develop basic financial awareness in order to understand the implications of their day-to-day decisions on companies' financial success and be more effective in managing the budget in their respective areas.

**Outline**

**Finance Terminology**

- Asset, Liability, Shareholders' Fund / Equity, Revenue, Expense and etc
- Operating Expenditure vs. Capital Expenditure

**Introduction to Financial Statements**

- Balance Sheet
- Accounting Equation
- Elements of the Balance Sheet
- Income Statement (P&L)
- Elements of the Profit and Loss Account
- Cash Flow Statement
- Elements of Cash Flow
- Practical Applications of Cash Flow

**Introduction to Financial Analysis – Interpreting**

**Financial Statements**

- What is Financial Analysis?
- Financial Ratios Analysis:
  - Liquidity
  - Profitability
  - Asset Management

- Capital Structure
- Investment Ratios

**Costing Decisions**

- Introduction
- Variable and Fixed Costs
- Cost Structure and Methods
- Break-Even
- Product Costing

**Investment / Project Appraisal**

- Financial Risk Analysis
- Discounted Cash Flow Analysis and Internal Rate of Return
- Pay Back Period
- Cost, Volume and Price Analysis
- Sensitivity Analysis

**Budgeting and Forecasting**

- Building Budget:
  - Zero Based Budgeting vs. Incremental Budgeting
  - Cost Drivers and Cost Allocation Methods
- Budget Estimates and Forecast
- Budget Variance Analysis

Conducted By Distinguished Speaker:

**MR. OOI KOK HWA**

*CFA, CM & AA, MA (Finance), B.Sc (Actuarial Science)*

Mr. Ooi is a Chartered Financial Analyst (CFA) charter holder, Certified Merger and Acquisition Advisor (CM&AA), licensed Investment Advisor by the Securities Commission of Malaysia and is also a Managing Partner of a consulting company dealing mainly with Business Appraisal, Investment and Financial Training.

As a licensed investment advisor, Mr. Ooi provides investment advisory services to clients, covering investments in Malaysia, Singapore, Hong Kong and US markets. Mr. Ooi is also actively involved in providing investment training, CFA Examination preparation courses and Continuing Professional Education (CPE) courses for fund managers, research analysts, remisers, brokers and general public. He is currently lecturing CFA Programs in Penang, Kuala Lumpur, Singapore, Brunei and Vietnam. Besides, he is also one of the main trainers in providing technical training sessions and examination material preparation for the training arm of Securities Commission of Malaysia, the Security Industry Development Corporation's (SIDC), covering various programs, such as Graduate Development program, Directors' training program and APEC Work Placement Program. In addition, he is also a regular trainer for Singapore Stock Exchange (SGX).

Mr. Ooi is regularly featured in the local media. He is an investment columnist for Sin Chew Yit Poh. He has also been invited as a guest speaker for NTV7, a local TV channel as well as BFM, a business radio channel, in Malaysia.

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**Ref: JUNE12AC**

EARLY BIRDS: Registration and Payment by 4th June 2012 – RM1388.00 per person  
 GROUP DISCOUNT: Two or More Persons from same organization – RM1488.00 per person  
 REGULAR FEE: RM1588.00 per person inclusive of lunch/tea-breaks/valuable seminar materials & **CERTIFICATE**  
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*Cancellations & Transfers: If you are unable to attend, a substitute candidate(s) is welcome at no extra charge. Please provide the name and position of the substitute delegate at least 2 days prior to the seminar. A full refund less 25% administrative charge will be made for cancellation received in writing 2 weeks prior to seminar. A 50% refund will be given for cancellation received 1 week prior to the seminar. Regrettably, no refund can be made for cancellation 3 days before the seminar. If registration is confirmed, a 25% administrative charge will be incurred for non-attendance.*

*The organizer reserves the right to change speakers and/or modify the programme content without prior notice.*