



FINANCE FOR NON FINANCE MANAGERS AND EXECUTIVES

Date: 4 - 5 September 2012 (Tue-Wed)

Venue: FMM Institute, Johor Branch ☞ HRDF: SBL-Khas Scheme



The importance of financial statements cannot be over-emphasised as, at the end of the day, the affairs of any business are represented in *Ringgit* and *Sen* by way of financial statements. Managers and Senior Executives must, thus, be able to analyse and interpret them to make sound decisions.

Financial statements can be very informative. At the same time, they can be quite meaningless and even misleading, depending on whether one is able to read them beyond the figures shown.

The course seeks to give the participants a good understanding of what financial statements are all about – their uses, structure, format and contents. It will also “teach” them, through discussions and exercises, how to critically analyse them (qualitatively and quantitatively) to assess the financial performance and health of the company.

The course is designed for easy understanding, for people with little or even no prior knowledge of accounting / finance. Simple terms and explanations devoid of technical jargons will be used to facilitate learning by the participants.



Some course highlights

- Understand better what financial statements are and what they show
- Learn to look at financial statements more critically
- Learn to evaluate the financial performance and health of a business by analyzing its financial statements

Topics covered

- Financial Statements – a must know subject for Executives of company
- Uses and users of financial statements
- Limitations / shortcomings of financial statements
- The Annual Report – what does it contain
- The different financial statements – their structure, format and contents
- Qualitative analysis of the Balance Sheet and Profit & Loss Statement
- Financial ratios -
 - types
 - calculation
 - analysis of
 - Is the company doing well?
 - Is the company (financially) healthy or sick?
- Cash Flow Statements
 - what is it
 - what does it tell you
 - Implications on management decisions
 - Profitability vs. Liquidity
- Preparing Sales Budget

Target Participants:

Designed for non-financial Managers and Executives, Finance and Accounting Executives, Functional Managers, Costing Personnel from all industries.



Trainer

Peter Fong is the Managing Director of a Consultant company. Prior to his appointment, Peter was attached to a large trading company as the Assistant General Manager. Before venturing into trading, he was with Credit Corporation (Malaysia) Bhd (CCM) and Hong Leong Leasing Sdn Bhd. Peter has wide experience in credit control management in the financial services industry. As Credit Manager of CCM and Loan Supervision Manager of Hong Leong Leasing he was responsible for implementing the collection system and the development of strategies and plans for the attainment of the overall credit performance of the companies. His previous assignment include assessing loans exceeding RM500,000, setting up of new divisions and managing various loan portfolios as well as foreclosed properties. He also headed an Internal Audit team form 1983 and 1985. Peter is an Associate of the Chartered Institute of Bankers, London. He is also an Associate Member of the Malaysian Institute of Management. Peter is currently very actively involved in helping SMI operators resolve their problems and achieve their business goals

<p style="text-align: center;"><u>ADMINISTRATIVE</u></p> <p>Date : 4 - 5 September 2012 (Tue-Wed) Time : 9.00am - 5.00 pm Venue : FMM Institute, Johor Branch</p> <p><u>COURSE FEES</u> Member : RM650-00 per participant Non Member : RM800-00 per participant <i>(Fees include Ccourse materials, Refreshment, Lunch & Certificate of Attendance)</i></p>	<p>Medium of Instruction: English Closing Date : 28 August 2012 PSMB Scheme : SBL Khas PSMB Registered No: 0268 (FMM Headquarter Kuala Lumpur)</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><i>For further enquiries, please contact</i> Pn. Liza / En. Omar Tel: 07-3577613 / Fax: 07-3577617-8 Email : Liza_osman@fmm.org.my / Omar@fmm.org.my</p> </div>
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- REGISTRATION -
Finance for Non-Finance Managers and Executives

Dear Sir / Madam,
Please register the following participant(s) for the above programme.

1 Name : _____
Designation : _____
Email : _____

2 Name : _____
Designation : _____
Email : _____

(if space is insufficient, please attach a separate list)

Enclosed cheque / bank draft No. _____ for RM _____ being
payment for _____ participant(s) made in favour of **“FMM Institute”**

Submitted by:

Name	
Designation	
Company	
Address	
Tel No	Fax No.
Email	

Registration Details

- Registration is on a first-come-first served basis. Cheques made in favour of FMM Institute should be forwarded to the FMM Institute before commencement of the programme.
- There will be no refund for cancellation within 3 days prior to the programme, 50% refund for cancellation between 4 – 7 days and full refund for cancellation 8 days prior to the programme.
- However, replacement can be accepted at no additional cost.
- The FMM Institute reserves the right to cancel or reschedule the above programme and all efforts will be taken to inform participants of the changes.