



## FINANCE FOR NON-FINANCIAL MANAGERS AND EXECUTIVES

SBL/  
SBL-KHAS  
SCHEME

In-House Training Available

### INTRODUCTION

Finance impacts on all segments of an organisation. It acquires funds, allocates resources, and tracks performance. In a profit-oriented company, the financial statements form the basis for the shareholder's assessment of management's record; in a not-so-profit-oriented organisation, analysis may constrain management from meeting all the desires of its constituents. In either case it becomes a focal point for managerial attention, decision making, and accountability. Methods utilised by finance in performing these functions are important and relevant to executives who do hold a financial function in a multi-business environment.

### CONTENTS

#### **Part 1: Introduction to Finance**

##### **Building Financial Knowledge**

- Objectives of finance
- Financial terminology
- Practical understanding of finance
- Accounting puzzle resolved

##### **Understanding Financial Statements**

- Importance and use of financial statements
- Balance sheet
- Profit and loss account
- Cash flow statement

#### **Part 2: How to Get Value from Understanding Costs**

##### **Introduction to Cost Behaviour**

- Elements and classifications of costs
- How cost is estimated
- Cost methods and structure
- Cost drivers

##### **Business Contribution Margin**

- Methods of costing cost-volume-profit analysis
- The contribution margin method
- Break-even analysis

#### **Part 3: Understanding Business Future**

##### **Budgetary Planning**

- Introduction to budgeting
- Strategic planning
- The practice of budgeting

### **Generating Revenue**

- The sales budget
- The master budget
- Value cost analysis

### **Business Control**

- Using budgets for control
- Setting up the control mechanism
- The power of variance analysis
- Performance evaluation

### **Part 4: Working Capital Can Make or Break the Business**

#### **Helping to Manage the Working Capital**

- Understanding cash management
- Credit management and collection
- Inventory control in operations
- Short term and long term financing

### **OBJECTIVES**

At the end of the programme, participants will be able to:

- equip oneself with the knowledge of finance, in order to effectively manage the business organisation;
- understand the concepts, language and basic rules of accounting and finance;
- build confidence in applying the practical financial tools learnt to evaluate investment, finance and make other business decisions; and
- analyse accounting data, evaluate strategic options and interpret corporate financial performance.

### **FACILITATOR**

**Mr Peter Chin** is an independent consultant, providing services in business management, training and development. He has spent more than 20 years in the corporate world; assuming various managerial roles with Standard Chartered Bank, Malaysia; Whitcoulls Ltd and Market Gardeners Ltd, New Zealand. Peter is qualified with a Masters in Business Administration (MBA) from the University of Bath and holds associateships with the Malaysian Chartered Institute of Management.

Peter is a Certified Trainer of the American Management Association (AMA). He is also a member of the National Association of Small Business International Trade Educators (NASBITE) in Portland, USA. He conducts in-house training programmes for large corporations like PERNAS, RENONG, UMW, SAPURA, ABB, Bristol-Myers, George Kent, Anakku Group and Government bodies like MIMOS, FAMA and MINDEF. He also conducts public seminars in the ASEAN region and provides consultancy services to small and medium-sized industries.

### **WHO SHOULD ATTEND**

This programme is specially designed for professionals, managers and executives from all functions who have no formal training in finance and accounting, but need to understand and interpret financial statements to carry out their work responsibilities more effectively.

## **ADMINISTRATIVE DETAILS**

Dates : **Feb 8-9, June 21-22, Nov 15-16, 2010**  
Time : 9.00 am – 5.00 pm  
Venue : FMM Institute  
Wisma FMM, 2<sup>nd</sup> Floor  
No. 3, Persiaran Dagang  
PJU 9 Bandar Sri Damansara  
52200 Kuala Lumpur  
Fees : FMM Members – RM850 per participant  
Non Members – RM1,100 per participant

*(Fees include course materials, Certificate of Attendance, lunch and refreshments)*

Registration is on a first-come-first-served basis. Cheques made in favour of the “**FMM Institute**” should be forwarded one week before the commencement of the programme. Completed registration form, that is faxed, mailed or e-mailed to FMM Institute, would be deemed as confirmed.

All cancellations must be made in writing. There will be no charge for cancellation received 10 or more working days before the start of the programme. Cancellation received 6 – 9 working days before the start of the programme is subject to a cancellation fee of 50% of the course fees. Cancellation received 5 working days and below before the start of the programme is subject to a cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.

10% discount is applicable for registration of three (3) or more participants from the same organisation and of the same billing source.

The FMM Institute reserves the right to change the facilitator, reschedule or cancel the programme and all efforts will be taken to inform participants of the changes.

*For further enquiries, please contact:*

*Ms Ravathi/Pn Hafifah*

**FMM Institute**

Tel: 03-62867200 Fax: 03-62756064/62776712

\* Visit us at [www.fmm.edu.my](http://www.fmm.edu.my)

**REGISTRATION FORM**

**FINANCE FOR NON-FINANCIAL MANAGERS AND EXECUTIVES**

FMM Institute      Kuala Lumpur

**The Manager**  
**FMM Institute**  
Tel: 03-62867200  
Fax: 03-62776712 / 62756064

Please tick ( √ ) accordingly:

**PSMB Scheme**  
SBL-KHAS       SBL   
Non-Contributor

**Is vegetarian meal required?** Yes   
No

Feb 8-9, 2010   
June 21-22, 2010   
Nov 15-16, 2010

Dear Madam,

Please register the following participant(s) for the above programme.  
(To be completed in BLOCK LETTERS)

1	Name _____	Designation _____	E-mail _____
	Nationality _____	IC No. _____	
<hr/>			
2	Name _____	Designation _____	E-mail _____
	Nationality _____	IC No. _____	
<hr/>			

*(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 the **"FMM Institute"**.

Submitted by:

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

Designation: \_\_\_\_\_ E-mail: \_\_\_\_\_

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

Address: \_\_\_\_\_

FMM Membership No.: \_\_\_\_\_ My Corporate Identity No.: \_\_\_\_\_

Tel No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_ Date: \_\_\_\_\_