



STRATEGIC FINANCE for non financial managers (October 2011)



Introduction:

Money is the reason that drives investment and business. Business and finance are twins and each exists because of the other. Finance is not a monopoly of the finance department or accountants. Corporate managers are always responsible for managing costs, investments and revenues in their respective areas of operations. Their actions, decision and strategies as well as leadership stances have dramatic impact on the cash flow, profitability and viability of business projects. The finance department and the accountants do not cause losses or cash flow deficits, or make profits – it's the corporate managers themselves.

This programme has been *designed to bring practical finance to these operating managers, to develop their financial acumen and enhance their decision making effectiveness.* It is an empowerment exercise and helps build better business. In this specially designed programme, participants do not learn accounting or bookkeeping. They learn financial performance indicators and how to interpret them, then using them for decision making or develop business strategies. This is delivered using publicly available company data for case scenario analysis and self reflection exercises.

Objective:

To provide an understanding of finance and its business impact, and recognizing the key performance indicators of business undertakings.

Course Outline

- I. Understanding the business financial statements
 - a. Structure of the financial statements
 - b. Content of the financial statements
 - c. Accounting practices and reporting of financial results
- II. Business profitability
 - a. Profit margin analysis
 - b. Return on investment – ROI
 - c. Project viability
- III. Financial Conditions
 - a. Financial strength
 - b. Liquidity vs. solvency
 - c. Asset quality
- IV. Financial markets indicators
 - a. Earnings and dividends
 - b. Valuation of securities
- V. Investment Project appraisal
 - a. Understanding the ROI
 - b. Cost of Capital and the ROI
 - c. Using the discounted cash flow methodology
- VI. Review and debrief

Who should attend

- Executives
- Managers with cost
- Revenue Responsibilities
- Planning Responsibilities
- Technical professionals initiating
- Managing projects.

Methodology

Instructor led topical discussions follow by scenario analysis and self reflection activities using KLSE company data.

16 CPD Units

Professional Development Programme

Speaker's Profile:

Kenny Tay

He is a Chartered Accountant Malaysia with many years in the corporate banking, project finance and capital market activities in the Asia Pacific. He also holds a certificate in Company Law from the Macquarie University, Australia. He started a management skills development company, and has since trained more than 12,000 executives in the past 12 years on various financial skills including credit risk management, corporate investment analysis and strategic cost management. He is the Executive Director of Asia Finance and Investment Ltd., a financial services advisory company based in Cambodia and has been appointed Business Consultant with the Securities Industry Development Corporation (SIDC), a unit of the Securities Commission.

He currently oversees the training design and development assignments for Cambodia and Vietnam for various organisations in ACCA Cambodia, Kampuchea Institute of Certified Public Accountants, the State Bank of Vietnam and the Bank of Investment and Development, Vietnam since 2007. He is also the Executive Director/General Manager of the Australia New Zealand Institute in New South Wales.

Administrative Details

COURSE FEE

*Member (BICPA / ACCA)	B\$800	Inclusive of course materials, two tea breaks & lunch per day
Non-member	B\$850	

Fee is made payable to **BICPA-FTMS Accountancy Academy Sdn Bhd**. Admittance will only be permitted upon receipt of full payment. Registration made by fax / Email must be followed immediately by payment. For Invoice issued settlement must be made within 30 days.

CONTACT

Ms Tie / Zu : Tel: 673-2233945 Fax: 673-2454946 Email: zida_bicpa-ftms@brunet.bn

Address: Unit No. 3, 1st & 2nd Floor, Block A, Regent Square, Spg 150, Kiulap, BE1518, Brunei Darussalam.

CPD HOURS

All participants will be presented with a Certificate of Attendance upon successful completion of the programme.

CPD hours will be printed in the Certificate.

CANCELLATION

Please inform us in writing if you intend to cancel. An administrative charge of 20% of the registration fee will levied for cancellation received within 14 days prior to the date of the event. You can substitute an alternative delegate if you wish to avoid cancellation charges. Any difference in fee payment will be charged accordingly. Confirmed registrant who failed to attend and did not cancel his registration in writing is liable for the entire fee.

DISCLAIMER

BICPA-FTMS reserves the right to change the facilitator, date, and cancel the programme should circumstances beyond its control arises.

Registration Form

YES! (I am / We are) interested to attend the Two(2) days seminar on 7th & 8th June 2011 for **Strategic Finance for non financial managers at Rizqun International Hotel**

Name: _____

Name: _____

Name of Person-In -Charge _____

Co. Name: _____

Address: _____

Tel: _____ Fax: _____

Email: _____

EARLY BIRD DISCOUNT

B\$50 REBATE

“Register & Paid by

30th April 2011”

Co Organizer:

BICPA-FTMS Accountancy Academy