



Finance for Non-Finance Managers

Date: 13th – 14th July 2009

Venue: ATCEN Learning Center, Damansara Perdana, P.J

Organized By: **ATCEN**™ ACADEMY

Workshop Description

Finance for Non-Finance Managers was developed for non-financial managers in any functional area of responsibility in all industries. This two-day workshop will significantly increase non-financial managers' business literacy by better understanding how the financial statements can assist in the assessment of the financial health and budget management of the organization.

An organization's profit maximization cannot be realized by having just an effective management style or innovative business ideas alone. To be profitable it is necessary that everyone involved in the day-to-day operations is "financially savvy" in the financial decision making because at the end of the business day, the managers' performance is measured in Ringgits and Sens. This workshop will provide greater confidence to non-financial managers by imparting to them better knowledge of business financials and business risk management. The workshop will also focus on financial statements navigation, assessment of the organization financial health and the management of budgets.

Workshop Objectives

- Understand the importance of Finance and Accounting in Business;
- Differentiate the difference between Finance and Accounting;
- Understand the financial jargons that are used in the industry;
- Appreciate the working principles of Accounting;
- Read and understand the Balance Sheet, Profit and Loss and Cash Flow Statement;
- Learn to use financial ratios to determine the performance and health of the organization;
- Appreciate the need and importance of budgeting.

Who Should Attend?

Non-Finance Managers



The Asia Entrepreneur Alliance Worldwide awarded the **3rd Asia Pacific Super Excellent Brand Award - Service Excellence** to **ATCEN Sdn Bhd** in January 2008.

The organizing committee highlighted that ATCEN is recognized as a brand leader that produces high quality, stylish products and services on a regional level, and will always be in the forefront of high quality performances.

Finance for Non-Finance Managers Workshop

Workshop Chronology

Day 1:

- 0830 Welcome Coffee and Tea
- 0900 **Introduction: Finance, Accounting and Business**
- The Difference Between Finance and Accounting
 - The Important of Finance and Accounting to Business
 - Overview of the Financial Industry and Its Jargon
- 1030 Tea Break
- 1050 **Module 1: Essential Accounting Principles**
- The Basic Principles of Accounting
 - Cash Accounting and Accruals Accounting
 - The Limitation of Accounting
- 1300 Lunch
- 1400 **Continue Module 1**
- 1530 Tea Break
- 1550 **Module 2: The Various Financial Statements**
- The Balance Sheet
 - The Profit and Loss Accounts
 - The Cash Flow Statement
 - The Relationship between the Balance Sheet, Profit and Loss and Balance Sheet
- 1700 End of Day 1

Day 2:

- 0900 Continue Module 2
- Module 3: Finance for Organization Performance**
- The Organization Cash Flow, Profit and Growth
 - Determining Cost Behaviours and Allocation
 - Financial Ratio and Metrics
- 1030 Tea Break
- 1050 **Continue Module 3**
- 1300 Lunch
- 1400 **Module 4: The Budgeting**
- Basic Understanding of Budget
 - The Strategic Plan and Budgeting
 - Creating a Simple Budget
- 1530 Tea Break
- 1550 **Continue Module 4**
- 1700 End of Day 2



Dr. Yap Kim Len
Senior Consultant
ATCEN Sdn Bhd

Dr. Yap Kim Len is an associate professor and Dean of the Graduate School with HELP University College and senior consultant that holds a B.A (Hons) in Accounting, a Masters degree in International Business and International Finance from the United Kingdom and a Ph.D in Accounting from the University of Otago, New Zealand.

A qualified accountant with a CPA from Australia, Dr. Yap is a Chartered Accountant of the Malaysia Institute of Accountants (MIA) with many years of accounting and auditing experience in the profession. She was technical and training manager of one of the Big 6 accountancy firms in Kuala Lumpur and thereafter took up the position of technical director with MIA. Dr. Yap also served on the Accounting Committee of MIA and was consultant to a Malaysian accounting firm.

Dr. Yap conducted research on issues and events such as stock market crash, credibility gap and audit risk and her work has been published in New Zealand, United Kingdom and Malaysia. Her current work include review on the stakeholders' compensations in Australia in the event of Corporate collapse, survey on the Use of Corporate Code of Conduct in Australia and Malaysia, a cross-culture study, Survey on Protecting the Public Interest, the Role of the Accountancy Profession and a reviewer for the Conceptual Framework for Financial Reporting Discussion Paper jointly issued by the IASB and FASB in 2006

Dr. Yap was previously the Deputy Dean of Taylor's Business School and she facilitates accounting and finance programs of the Charles Sturt University-MBA program in Australia, Hong Kong, Cambodia, India and China.

Registration Form:
Finance for Non-Finance Managers Workshop on 13th – 14st July 2009
ATCEN Learning Center, Damansara Perdana, P.J

Yes! Please register the delegate(s) for this event
(Kindly photocopy for more delegates)

Delegate 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Human Resource / Approving Manager:

Job Title: _____

Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

How did you find out about this event?

Please tick (✓) your choice(s)

- From ATCEN email notification
 From Colleague, Management, HR or Training Department
 Others: _____

For Office Use Only

Contact Person: _____

Invoice Number: _____

Remarks: _____

Training Workshop Investment - RM 1900

The investment includes lunch, refreshments and training materials.

- **The program is PSMB claimable.** Subject to PSMB approval.
- **Institute Bank-Bank Malaysia (IBBM):** ATCEN is recognized and is authorized by IBBM to conduct people development training to banks operating in Malaysia.
- **Group Discount of 10%** for 3 or more participants who register for the program at the same time and are from the same organization.

Terms & Conditions

1. Upon receiving a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training program.
2. Payment is required upon the confirmation of the registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement date and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

Ways to register

All cheques are to be made payable to **ATCEN SDN BHD** and mail your payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,
Malaysia.**

Tel : +603 7728 2623

Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

Authorized Signature : _____

Company Stamp Chop : _____

Invoice Attention To

(Mr/Ms): _____