



Finance for Non-Financial Managers and Executives

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.



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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 : **Mar 21-22, Jul 13-14, Nov 21-22, 2011**

Time : 9.00 am – 5.00 pm

Venue: FMM Institute

Wisma FMM, 2nd 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)

SBL/SBL-KHAS Scheme 100%

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% group 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.

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 ☐ SBL-KHAS ☐ Non Contributor

Required vegetarian meal: ☐ Yes ☐ No

Dates: ☐ Mar 21-22, 2011 ☐ Jul 13-14, 2011

☐ Nov 21-22, 2011

Dear Sir/Madam,

Please register the following participant(s) for the above programme.

(To be completed in **BLOCK LETTERS**)

1. Name	Designation	E-mail
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Nationality	IC No.
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2. Name	Designation	E-mail
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Nationality	IC No.
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3. Name	Designation	E-mail
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Nationality	IC No.
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(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: _____

Tel No.: _____ Fax No.: _____ Date: _____

FMM Membership No.: _____ My Corporate Identity No.: _____