



Public Training/Workshop#

FINANCE MANAGEMENT COURSES FOR NON-FINANCE PROFESSIONALS

INTRODUCTION

Finance for non-finance professionals was design to give the opportunity for Managers level to understand how the finance team work and react to any issue. In the real world, business is about understanding how the figure been presented.

More than ever before, today's non finance professionals are required to understand and speak the language of finance and accounting in order to achieve organization goals, objectives and bottom-line results.

In this training, you'll gain the finance and accounting savvy you need to understand, justify requests and spot problems before they get out of hand. You will learn analysis, reporting, monitoring, business strategy and performance management skills as well as successful collaboration techniques to feed directly into decision making and expand your role as a finance business partner.

OUTCOMES EXPECTED FROM THIS PROGRAMME: -

- Participants will **GAIN** an understanding on how non finance team can contribute to achieve the company objective.
- ENSURE that the participant will achieve effective alignment of strategy, business planning and working capital management.
- Participants will **UNDERSTAND** the concept, benefits and practicalities of Financial Management.
- Participants will **DISCOVER** how to read Profit & Loss and Balance Sheet and how it will benefit other than the finance team.
- Participants will **LEARN** how to save money, time and frustration by learning the standard practices, language and fundamentals of finance and accounting.
- How to use the numbers to gain perspective for strategic planning and decision making.



COURSE CONTENT

MODULE 1: WHY FINANCE FOR NON FINANCE

- Introduction
- 3 Basic Principles

MODULE 2: WHAT IS FINANCIAL MANAGEMENT?

- Definition
- Management challenge
- Crucial spectrum of financial management

MODULE 3: BALANCE SHEET AND WHAT BALANCE SHEET TELLS YOU

- Company's Financial Health
- Assets, Liabilities & Equity
- What you can know from balance sheet?

MODULE 4: PROFIT & LOSS AND WHAT PROFIT & LOSS TELLS YOU

- Company's Performance & Achievements
- Profit & Loss elements
- What profit & loss tells you?

MODULE 5: WORKING CAPITAL MANAGEMENT

- Two concepts
- Importance of Working Capital management
- Characteristics
- Challenges
- Technique to manage capital
- Working Capital management ratio
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MODULE 6: RULES OF FINANCING

- Long Term Financing
- Short Term Financing

MODULE 7: SOURCES OF FINANCING

- Internal
- Paid up capital
- Advances from shareholder
- External
- Short Term Bank Loan
- Long Term Bank Loan

MODULE 8: TYPE OF TRADE FINANCE

- Letter of Credit
- Bankers acceptance
- Trust Receipt
- Bank Guarantee

MODULE 9: TIME VALUE OF MONEY

- Understand time value of money
- Future value of lump sum amount
- Future value of annuity
- Present value of lump sum amount
- Present value of annuity



METHODOLOGY:

- Lectures
- Indoor Activities
- Workshop
- Case Studies
- Presentations
- Discussion

WHO SHOULD ATTEND ?:

- Directors & Managers who want to develop their financial understanding, understand how their decisions affect an organisation's financial performance and improve their organisation's financial performance.
- Relevant to public, private and not-for-profit sectors.





TRAINER PROFILE MR. SALEHUDDIN

En Salehuddin is a Business Financial Consultant with wide experience in financial, costing, banking, management accounting, consolidation account and management, have been in the profession and industry since 1994.

He holds a Bachelor Degree (Honours in Accountancy) from University Technology of Mara, (UiTM) and professionally, he is a Chartered Accountant of the Malaysian Institute of Accountants.

He has over **20 years of experience** and was previously the Senior Group Accountant of WSA Group, a position he held from January 2010 to December 2014. He was formerly a Group Account Manager of MBM Resources Berhad a public listed company and the Section Manager (Account) of Daihatsu (M) Sdn. Bhd. After graduating in June 1994, En. Salehuddin served Perwira Habib Bank and 2 years later he joined MBM Resources Berhad group for almost 13 years which included a secondment to Daihatsu (M) Sdn. Bhd., Lencana Industries Sdn. Bhd., Industri Budibas Sdn. Bhd. and AQ Pack (M) Sdn. Bhd. Over the years, he gained knowledge, experience, skills and expertise in accounting, consolidation, costing, budgeting and management.

He involved in a number of exercise such as business excellent program, talent pool program, merger & acquisition and he was an active team member of cost cutting and improvement, CCCF, Kaizen, SHE, ISO 9001 and ISO/TS 16949.

DATE:

22 - 23 Feb 2017
16 - 17 Aug 2017

DURATION:

2 days, 9am – 5pm

MEDIUM:

English & Bahasa Malaysia

VENUE:

Vistana Hotel, KL

TRAINER :

Mr. Salehuddin

PROGRAM SCHEDULE :

Registration	: 8.30am
Morning session	: 9.00am - 10.30am
Morning Tea	: 10.30am - 10.45am
Lunch	: 1.00pm - 2.00pm
Afternoon session	: 2.00pm - 3.30pm
Afternoon Tea	: 3.30pm - 3.45pm
End	: 5.00pm



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Do you know, we got over **41 Exclusive Financial Videos** in store for YOU in our **Private E-Learning Portal**; [ASL For Members](#).



Fact: It is equivalent to a 4 DAYS of financial training worth Rm3000++

But you know what? Since you've been reading this, we decided to **GIVE** it out for **FREE**, just for **YOU!** :)

What's In The Portal?



Training Videos



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Continuous Contact with trainer

Note: This offer is **limited** to **10** participant **ONLY**.

SO DON'T WAIT

Scroll down and **REGISTER NOW !!**



Registration Form

Finance Management Courses For Non Financial Professionals

Date : 22 - 23 Feb 2017 & 16 - 17 Aug 2017 | Venue: Vistana Hotel, KL

PLEASE COMPLETE THIS FORM AND EMAIL / FAX TO US EMAIL :

icare@programusahawan.com

FAX : +603-5545 1978 ; TEL : +603-5542 0023 (Hunting Line)

PARTICIPATION FOR TWO DAYS WORKSHOP FEE :

ONLY FOR SME START-UP LEVEL !!

RM 800 Per Pax (Normal Price)

GROUP REG: RM 600 PER PAX!!

(UPON MINIMUM 3 PAX's REGISTRATION— T&C APPLY)

Or Single Reg: RM 700 PER PAX

**For More PROMO PRICE?
Call Us NOW !**

ALL in this ONE registration! *T&C Apply*

PARTICIPANT'S NAME :

Name : _____

NRIC: _____

HP No: _____ Email: _____

Company Name: _____

Address : _____

City: _____ Postcode: _____

Tel : _____ Fax: _____

Business Nature : _____

(Ex : services, manufacturing, etc)

PAYMENT METHOD :

Cheque No : _____

CDM/Online banking : (ASL Training & Consultancy Sdn Bhd)

PUBLIC BANK : **3812 0161 29**

TERMS & CONDITIONS:

1. Workshop Fee is **not inclusive** of accommodation, full module, food, certificate and transportation
2. Fees are **inclusive** of flyer and refreshments.
3. **This promo** only for **SME start-up level**. As for the registration, **SSM Document** and **Company Information (sale turnover per month)** should be submitted together as a proof of validation.
4. Payment Terms - Following completion and return of the registration form, full payment is required within Ten (10) working days upon the issuance of invoice or a letter of undertaking (LOU). Payment or LOU must be received prior to the conference/training date. A receipt will be issued on payment. Due to limited conference/ training seats, we advise early registration to avoid disappointment.

5.CLIENT'S CANCELLATION/SUBSTITUTION

Client's cancellation must be received in writing by MAIL or FAX two (2) weeks prior to the event in. All bookings carry a **50% cancellation** liability should the notice given is less than two(2) weeks and **100% cancellation** liability 7-days prior to the event

Non-payment or non- attendance does not constitute cancellation. (*However, complete set of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing*)

6. If, for any unexpected circumstances or reasons that ASL Training & Consultancy Sdn Bhd decides to postpone this event, the client hereby indemnifies and holds ASL Training & Consultancy Sdn Bhd harmless from any cost incurred in by the client. The event fee's will be refunded,

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9. All Payment should Be Made to :

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