

FINANCIAL TRAINING SERIES



FINANCE

FINANCE FOR NON-FINANCE: MASTERING THE ESSENTIALS

Developed by:

Woon Foo Wen

TRAINER PROFILE

NAME	:	WOON FOO WEN
PROFESSIONAL QUALIFICATION	:	MIA (Malaysian Institute of Accountants) [2000]
ACADEMIC QUALIFICATION	:	ACCA (Association of Chartered Certified Accountants) [1995]
EXPERIENCE	:	28 YEARS CORPORATE AND CONSULTING EXPERIENCE IN: 1) Business Strategy & Modelling 2) Financial Strategy & Management 3) Financing & Funding 4) Mergers & Acquisitions 5) Corporate Exercises & Restructuring 6) Sustainability Consulting 7) Project Evaluation and Risk Advisory

TRAINING COURSE

COURSE TITLE	:	FINANCE FOR NON-FINANCE: MASTERING THE ESSENTIALS
TYPE OF COURSE	:	Training and Workshop on Finance and Accounting Fundamentals, for non-finance personnel, professionals and managers.
TYPE OF TRAINING	:	Practical Classroom Activities Case Studies Coaching Personal Development Online Learning & Assessment (Optional)
SKILL FOCUS AREA	:	Finance and accounting basics Financial Statements fundamentals Financial Ratios Budgeting and Forecasting Financial Planning & Analysis Treasury Management Tax Planning & Management Risk, Returns & Communications Capital & Money Market Sustainable Finance
DURATION	:	2 Days
LEVEL OF CERTIFICATION	:	Certification of Completion
CERTIFICATION BODY	:	N/A

HRDCorp Claimable:
 Course name: Finance for Non-Finance: Mastering The Essentials
 Claimable no.: 10001341252

COURSE OVERVIEW

Course Title: **FINANCE FOR NON-FINANCE: MASTERING THE ESSENTIALS**

Duration: 2 Days

Are you ready to embark on a journey into the fascinating world of finance? In today's dynamic business landscape, understanding finance isn't just a matter of choice; it's a necessity. Whether you're a seasoned manager or a professional from a non-finance background, our two-day workshop, "**Finance for Non-Finance: Mastering the Essentials**" will equip you with the financial literacy and acumen you need to thrive in your role and contribute significantly to your organization's success.

By the end of this intensive workshop, participants will:

Master Financial Basics

Gain a comprehensive overview of finance, its relevance in modern business, and the key responsibilities and functions within finance and corporate governance.

Decode Financial Statements

Unlock the secrets of financial disclosure, reporting, and the essential components of financial statements, including the Balance Sheet, Profit and Loss (P&L) Statement, Cash Flow Statement, Statement of Changes in Equity, and Notes to the Accounts. Discover how to leverage financial statement analysis to assess an organization's financial health and performance.

Harness the Power of Financial Ratios

Dive into the world of financial ratios, from liquidity and profitability to operational efficiency, leverage, and market value. Learn to calculate and interpret key financial ratios, empowering you to make informed decisions. Explore the benefits and limitations of financial ratios in shaping your financial strategy.

Budgeting, Planning, and Forecasting

Understand the pivotal role budgets play in effective financial planning. Navigate the budgeting process seamlessly, aligning it with your organization's strategic objectives and financial goals. Master the intricacies of financial budgets, including revenue, expense, and capital budgets. Demystify variance analysis to identify and address deviations from budgeted figures.

Financial Analysis & Cost Management

Differentiate between fixed, variable, and semi-variable costs, and learn practical cost control techniques that enhance profitability. Delve into Cost Volume Profit (CVP) Analysis, aiding you in making critical decisions. Explore the complexities of decision-making regarding making, buying, or outsourcing, as well as keeping or discarding resources.

Treasury Management

Explore the nuances of daily operational cash flow management versus strategic funding requirements. Dive into the essentials of working capital management, optimizing cash flow, and understanding the impact of working capital on daily operations and business stability. Delve into strategic funding and investment appraisal techniques like NPV, IRR, and Payback Period. Explore various funding options, including equity, debt, and hybrid financing.

Tax Planning & Management

Differentiate between tax planning, tax avoidance, and tax evasion, both strategically and operationally. Navigate the complex terrain of taxation, ensuring compliance and efficiency.

Risks, Returns, and Communications

Assess risk and return in finance, identifying different types and sources of risk, from market and credit risk to liquidity and operational risk. Learn the art of risk management through diversification, hedging, and insurance. Bridge the communication gap between finance and non-finance personnel with best practices and communication tips.

Awareness on Capital & Money Markets and Sustainable Finance

Gain insights into the world of capital and money markets. Explore the exciting realm of sustainable finance, including the Voluntary Carbon Market (VCM), and understand its growing impact on the financial landscape.

Are you ready to embark on this empowering journey into the heart of finance? Join us for "**Finance for Non-Finance: Mastering the Essentials**" and equip yourself with the financial knowledge and skills needed to excel in your role, make informed decisions, and contribute to your organization's success. Start your financial essentials journey today!

Proposed Training Outline

FINANCE FOR NON-FINANCE: MASTERING THE ESSENTIALS

Target Audience	:	<ul style="list-style-type: none"> a) Board of directors and top management b) Managers and executives in non-finance divisions or departments c) Professionals from non-finance background d) Entrepreneurs and small business owners e) Anyone seeking financial literacy
Course Title	:	FINANCE FOR NON-FINANCE: MASTERING THE ESSENTIALS
Duration		2 days of training and workshop
Course Design & Development	:	WOON FOO WEN

PARTICIPANT PROFILE

No. of Participants per Session	:	Minimum = 10 Maximum = 35
Years of Experience	:	2+
Qualification	:	An eager and open mind to be trained
Participants' Learning Needs	:	Finance and accounting fundamental knowledge

FINANCE FOR NON-FINANCE: MASTERING THE ESSENTIALS

Unlock the Power of Financial Fluency

Welcome to a transformative journey that will empower you with essential financial skills and insights to thrive in today's dynamic business landscape. Our two-day intensive workshop, "**Finance for Non-Finance: Mastering the Essentials**" is designed to equip you with the financial acumen needed to excel in your role and contribute significantly to your organization's success.

Who Should Attend?

- ✓ **Board of Directors, Managers and Executives:** Enhance your decision-making prowess by gaining a profound understanding of financial dynamics that drive your organization.
- ✓ **Professionals from Non-Finance Backgrounds:** Demystify financial jargon and elevate your confidence in financial discussions, enabling you to play a more impactful role in your organization's financial strategy.
- ✓ **Entrepreneurs and Small Business Owners:** Take command of your business finances, from budgeting and cost management to strategic funding and investment choices.
- ✓ **Anyone Seeking Financial Literacy:** Whether you're starting your career or aiming to bolster your financial know-how, this course provides a robust foundation in finance.

Course Objectives and Outcomes

By the end of this workshop, you should develop:

1. **Master Financial Basics:** Gain a holistic understanding of finance's role, recognize key functions in finance and corporate governance, and address stakeholders' diverse accounting information needs.
2. **Decode Financial Statements:** Navigate financial reporting intricacies and confidently analyze crucial financial statements. Interpret Balance Sheets, P&L Statements, Cash Flow Statements, Statements of Changes in Equity, and Notes to the Accounts, utilizing financial analysis as a strategic asset.
3. **Harness the Power of Financial Ratios:** Dive into financial ratios to evaluate organizational performance. Calculate and interpret liquidity, profitability, operational efficiency, leverage, and market value ratios. Apply these insights to informed decision-making.



4. **Budgeting, Planning, and Forecasting:** Uncover the potency of budgets for effective financial planning. Navigate budget processes with finesse, aligning them with strategic goals. Understand financial budgets, identify variances, and optimize performance.
5. **Financial Analysis & Cost Management:** Explore cost classifications and cost control strategies, enhancing overall profitability. Utilize Cost Volume Profit (CVP) Analysis for resource allocation and cost management decisions.
6. **Treasury Management:** Manage daily cash flow operations and align them with strategic funding. Grasp the essentials of working capital management, optimizing cash flow for business stability. Explore strategic funding, investment appraisal techniques, and financing options.
7. **Tax Planning & Management:** Navigate tax complexities, from planning to operational management, ensuring compliance and efficiency.
8. **Risks, Returns, and Communications:** Evaluate risk-return dynamics in finance. Identify risk types and sources, and learn strategies for risk management. Enhance communication with finance professionals.
9. **Awareness on Capital & Money Markets and Sustainable Finance:** Gain insights into capital and money markets and explore the growing realm of sustainable finance, including the Voluntary Carbon Market (VCM).

Join us on this empowering journey, where financial mastery becomes your competitive advantage. Equip yourself with the knowledge and skills to excel, make informed decisions, and drive success in your organization. Start your financial transformation today!

COURSE ITINERARY
FINANCE FOR NON-FINANCE: MASTERING THE ESSENTIALS

DAY 1

	Module Title	Goals	Instructional Strategy	Duration
1.0		Introduction and Ice-Breaking	Ice-breaking	9.00-9.30am
1.1	Understand Financial Basics	<ul style="list-style-type: none"> ○ Overview of Finance ○ Responsibilities and functions ○ Stakeholders and their needs 	Slides / Flipchart Video Discussion	9.30-10.30am
Tea Break				10.30-10.45am
1.2	Decoding Financial Statements	<ul style="list-style-type: none"> ○ Financial Disclosure & Reporting ○ Essential components of Financial Statements (Balance Sheet Statement, Profit & Loss Statement, Cash Flow Statement, Statement of Changes in Equity, Notes to the Accounts) ○ Analysing organisation's financial health and performance 	Slides / Flipchart Video Discussion Case studies Q&A	10.45-12.15am
Lunch Break				12.15-1.15pm
1.4	Harness the Power of Financial Ratios	<ul style="list-style-type: none"> ○ Calculate and interpret key financial ratios ○ Financial ratios as evaluation and decision-making tools 	Slides / Flipchart Video Discussion Case Studies Workshop Q&A	1.15-3.15pm
Tea Break				3.15-3.30pm
1.5	Budgeting, Planning & Forecasting	<ul style="list-style-type: none"> ○ Navigate the budgeting process ○ Understand various components of budgets ○ Decode variance analysis ○ Examine the different types of variances 	Slides / Flipchart Video Discussion Case Studies Workshop Q&A	3.30-5.00pm
End of Day 1				

COURSE ITINERARY
FINANCE FOR NON-FINANCE: MASTERING THE ESSENTIALS

DAY 2

	Module Title	Goals	Instructional Strategy	Duration
2.0		Recap of Day 1 with activities		9.00-9.30am
2.1	Financial Analysis & Costs Management	<ul style="list-style-type: none"> ○ Different costs classifications ○ Cost control techniques ○ Break Even analysis ○ Decision making with financial analysis 	Slides / Flipchart Video Discussion Case Studies Q&A	9.30-10.30am
Tea Break				10.30-10.45am
2.2	Treasury Management	<ul style="list-style-type: none"> ○ Relationship management with financial institutions ○ Working Capital Management ○ Strategic funding, business investing evaluation, corporate finance basics 	Slides / Flipchart Video Discussion Case Studies Workshop Q&A	10.45-12.15pm
Lunch Break				12.15-1.15pm
2.3	Tax Planning & Management	<ul style="list-style-type: none"> ○ Tax planning at strategic level ○ Tax management at operational level 	Slides / Flipchart Video Discussion Case Studies Q&A	1.15-2.15pm
2.4	Risk, Returns and Communications	<ul style="list-style-type: none"> ○ Risk & Return assessment ○ Types of finance risks ○ Financial risk management ○ Communications with finance professionals 	Slides / Flipchart Discussion Case Studies Q&A	2.15-3.15pm
Tea Break				3.15-3.30pm
2.5	Awareness of Capital & Money Markets and Sustainable Finance	<ul style="list-style-type: none"> ○ Various Capital & Money Markets ○ Introduction of Sustainable Finance (including Voluntary Carbon Market) 	Slides Video Discussion Case Studies	3.30-4.30pm
2.6	Wrap up	Future trends Q&A	Q&A Slides	4.30-5.00pm

		Conclusion Statement		
End of Day 2				