

An Intensive 2-Day Financial Workshop that delivers immediate business results!

Accounting & Finance for Non-Financial Managers

Linking financial planning expertise to your business experience!

5 – 6 August 2010 * Eastin Hotel, P.Jaya

Your Finance Specialist

LEE FOK CHONG RA(M), FCMA, MCIM

Highly rated finance specialist & management consultant with more than 30 years hands-on experience in financial knowledge, business development & management, mergers & acquisitions

Is the lack of financial knowledge killing your business? How many of these awkward situations have you already faced?

There you are talking to decision-makers and...

- You have a tough time answering questions about costs that affect your job. *Or...*
- It turns out that you have been having trouble keeping track of income and expenses - which happens to be part of your job. *Or...*
- You have overlooked key points in your company's financial statements. *Or...*
- You start debating with your financial executives - and their facts and figures leave you at a loss for words. *Or...*
- You submit your budget - and have a tough time justifying for it. *Or...*
- You suggest what you consider to be an excellent business idea - and discover it would actually be bad for business.

Hard on the nerves and hard on the career! Never again be embarrassed by the lack of financial knowledge. This seminar-workshop gives you the facts you need to avoid such embarrassing situations. Every minute of this seminar is business specific and practical. No questions go unanswered. And, you will find out how the answers apply to your company, your position, your market and your industry.

Get a grip on the numbers! Build up your financial confidence! Sharpen your financial skills & competencies for business success!

Every business decision you make today has a financial implication on your company. Whether you are in General Management, Sales & Marketing, Production, Operation, Personnel or Administration, you will need some basic understanding of the various possible financial consequences and implications of a decision made by you or your team members.

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Get up to speed in a fraction of time!

Understand the Business Dynamics of Accounting and Finance!

Finance and accounting cannot be left solely to the financial people as you will need the understanding of finance and accounting in order to create a competitive advantage over your counterpart in competition's firms. In addition, by understanding the rationale and thinking behind the decisions made by financial people, you will be able to explore new avenues for generating more business for your company. Also, by understanding finance and accounting, you will be better equipped to communicate with the financial people and obtain the necessary financial support and backing for your sales and marketing efforts.

Powerful Benefits YOU will Receive!

At the conclusion of this program, you will be able to have a working knowledge of the techniques used by business professionals to assess performance for the future...

1. Open the door to the finance department – develop a better understanding of the function and more productive working relationship with finance professionals
2. Build up your financial confidence. Take the hunches out of your decision-making and reduce the unknowns
3. Sharpen your financial skills and competencies for business success. Back up your good ideas with solid financial plans and recognize the flaws in your ideas.
4. Understand the business dynamics of the numbers and dollars and take initiatives that optimize results in line with short and long-term goals
5. Assess your company's performance and vitality by analyzing its balance sheet and income statement
6. Analyze the competition's strengths and weaknesses through a comparative cost and profitability analysis, and an evaluation of liquidity, leverage and cash flow positions.

Who Should Attend - Immediate benefit to all with profit responsibility

This workshop is primarily designed for all non-financial managers in general management, manufacturing, marketing, personnel, research and development and in other areas of commerce, industry, public services, education and government.

SPECIAL WORKSHOP FEATURE

In-depth case studies with lots of real world examples providing you with hands-on experience in relating to your own unique business experience!

Take a stock of wealth of experience and solid advice from Lee Fok Chong!

With the course leader's ***unique combination of working experience in finance as well as sales and marketing***, this 2-Day workshop will provide participants a full comprehension on how *Accounting and Finance* concepts, principles and techniques can be applied to marketing activities so as to enhance the organization's competitive position in the market place and strengthening the long term sustainability of their business operations!

Seminar-Workshop Content

Day 1

WHY ACCOUNTING IS IMPORTANT TO NON-FINANCIAL MANAGERS

- The need for information
- The contrast between Financial Accounting & Management Accounting
- An overview of Corporate Financial Statements and Reports

UNDERSTANDING OF HOW THE FINANCIAL ACCOUNTS ARE CONSTRUCTED

- The financial accounting framework
- The accounting concepts, principles & policies
- The question of materiality & corporate disclosure

THE VARIOUS CORPORATE FINANCIAL STATEMENTS & REPORTS

- The Chairman's Statement
- The Report by the Board of Directors
- Auditor's Report
- Notes to accounts
- The Balance Sheet
- The Profit & Loss Account
- The Cash Flow Statement

HOW TO INTERPRET THE VARIOUS CORPORATE FINANCIAL STATEMENT AND REPORTS

- Accounting ratio computation and interpretation
- Critical areas to be covered by the ratio analysis, viz, Profitability, Liquidity & Gearing
- How to apply investment ratios to evaluate and appraise public listed companies

Case Study: Ratio Analysis & Interpretation of Corporate Financial Statements

Day 2

BASIC ASPECTS OF FINANCE

- Investment, Valuation, Risk, Markets, Politics, Globalization
- Companies, Governments, Banks, Intermediaries, Investors

THE RELATIONSHIP BETWEEN RISK AND RETURN

- Business Risk versus Financial Risk
- Risk and Uncertainty

COMPANY OBJECTIVES AND MANAGERIAL BEHAVIOR

- The objective of maximization of shareholder's wealth
- The social goals argument
- The separation of ownership and management in big corporations and the resultant conflict of interests between the shareholder's objective and managerial objective

THE THREE MAIN CAPITAL MARKETS

- The Foreign Exchange & Financial Futures Market
- The Stock Market
- The Money Market

FINANCIAL DECISIONS & THE TIME VALUE OF MONEY

- Basic elements of the decision-making process in investment
- The time value of money
- Future value versus present value

BUDGETARY PLANNING & CONTROL FOR NON FINANCE MANAGERS PLANNING HORIZONS OF ORGANISATIONS

- Strategic Planning/Corporate Planning
- Operational Planning

THE ROLE OF BUDGETARY PLANNING & CONTROL WITHIN THE FRAMEWORK OF OPERATIONAL PLANNING

- Functional Departments within an Organisation
- Pitfall of Sub-optimisation at departmental level to the detriment of achieving the corporate objectives
- Coordinated Vs Uncoordinated Activities
- Definition of a Budget
- Two main categories of budget

PREREQUISITES TO THE PREPARATION OF BUDGETS

- Budget Period
- Principal limiting factor
- Formation of budget committee
- Participation of managers who will determine the achievement of budgets
- Apportionment of common overhead
- Arbitration of non-agreements

Case Study - Preparation Of The Various Operating Budgets Of A Company

TRAINING METHODOLOGY

Highly practical and experiential workshop session
Lectures, Discussion, Exercises & Case Studies

NOTE:

- * Please bring a standard calculator for use during the case studies
- * You are encouraged to bring your company's financial statements for discussions

Contents of this workshop are the lifetime experience of the Specialist!

Your Finance Specialist

LEE FOK CHONG *RA(M), FCMA, MCIM*

Highly rated finance specialist & management consultant with more than 30 years hands-on experience in financial knowledge, business development & management, mergers & acquisitions

Mr Lee Fok Chong is a full time trainer cum management consultant. Prior to starting his own training and consulting business, Mr. Lee was the General Manager cum Director of a public listed group of companies. He was the Group Financial Controller before his promotion to the position of General Manager. He was instrumental in setting up the manufacturing arm of the group, including the supervision and administration of the costing department.

Mr Lee has more than 20 years of working experience in finance, accounting & administration and has held various senior positions in a number of large organizations. He has also 4 years working experience in sales and marketing. This unique combination of his knowledge and expertise in both finance and marketing is his competitive edge as he brings the practical aspects of finance, marketing and operations into his workshops.

He is a Fellow Member of The Chartered Institute of Management Accountants, U.K. as well as a Member of The Malaysian Institute of Accountants. He is also a Member of The Chartered Institute of Marketing, U.K.

Mr Lee has been a regular speaker for various institutes of training, including the **National Productivity Centre, Malaysian Institute Of Management** as well as the **Malaysian Institute Of Accountants**. He has also lectured in Finance and Accounting for a distance learning MBA Program during 1991 to 1996. During 2002 to 2003, he was a visiting lecturer on Corporate Finance for a distance learning MBA program in The Peoples' Republic Of China, and he has lectured in Tianjin, Guangzhou and Shenzhen.

Mr Lee has also conducted many public as well as in house courses for established organizations such as **Nestle Malaysia, Ajinomoto Malaysia, TNT Worldwide Express, Hitachi, Malaysia Airlines System, Kontena Nasional Berhad, Fuji Zerox, Stamford College, Sarawak Economic Development Corporation, Sarawak Timber Board, Sabah Economic Development Corporation, Sabah Credit Corporation**, among many others.

He is currently a local councillor in Financial & Managerial Accounting for the University Of Strathclyde (Glasgow, Scotland) MBA Program in Malaysia.

PROGRAM DETAILS

Accounting & Finance for Non-Financial Managers

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YOUR INVESTMENT

RM1,380 per person. Fee is inclusive of:
Program Manual, Lunch & Refreshments and Certificate of Attendance

EARLY-BIRD RATE

Take 10% OFF the fee! Register and pay before 16 July 2010.

GROUP INCENTIVE

10% OFF for 3 or more from the same company.

Note: Discount Offered for Early Bird & Group Incentive is on "Either-Or" Basis only.

Team Attendance Highly Recommended

This is to facilitate successful implementation of the knowledge acquired from the program.

Reservation

Reservations can be made by telephone, fax or by e-mail. Registration is confirmed on receipt of registration form and payment cleared before program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

Cancellation Policy

Full refund for written notice received 2 weeks before program. A 25% cancellation fee will be levied for cancellations received less than 2 weeks before the program. No refunds after commencement of program. *Substitutions are allowed.*

HRD Council: SBL Scheme

RAYMA is an Approved Training Provider with HRDC. This seminar-workshop is claimable under HRDF. Kindly apply through your HR Department.

REGISTRATION FORM - FAX TO 03-7723 2599

YES! Please register the following participants for the workshop:

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Important Note: Payments must be made together with your registration / prior to the event date.

Name 1:			
Position:			
DL / Mobile:		E-mail:	
Name 2:			
Position:			
DL / Mobile:		E-mail:	
Name 3:			
Position:			
DL / Mobile:		E-mail:	
Company:			
Address:			
Tel:		Fax:	
Contact Person:			
Position:			
DL / Mobile:		E-mail:	

PAYMENT METHOD

<input type="checkbox"/> By Bank Transfer	<input type="checkbox"/> By Cheque
Remit payment at any Public Bank branch	Cheque # : _____
• A/C Name: RAYMA Sdn Bhd	Amount : _____
• A/C Number: 3081577110	made payable to RAYMA Sdn. Bhd.
Fax us the bank-in slip with this registration form at	Fax this registration form then send with payment
(03) 7723 2599	to RAYMA Sdn Bhd (155878W)
	Unit S2, 2nd Floor,
	Centre Point, Bandar Utama
	47800 Petaling Jaya
	Selangor D.E. Malaysia
Rayma Mobile: 016-363 4922 / 012-408 0030	Tel: (03) 7723 2600 Fax: (03) 7723 2599