

# Webinar Series: Finance for Non-Finance Professionals

**18 November 2024, Monday**

9.00am – 5.00pm

Speaker: Chew M.S.

Virtual

Course code: FI181124W1

**Closing date: 15 November 2024**



**8 CPD  
HOURS**

## Course Introduction

Financial information is essential for any business, as it reflects its performance, profitability and value. Managers who understand the basics of finance and accounting can use this information to make better decisions and improve their business outcomes. However, many managers lack the financial knowledge and skills to do so, and may feel intimidated or confused by financial statements, ratios and budgets.

This workshop aims to equip non-financial managers with the financial awareness and tools they need to manage their businesses more effectively. You will learn the key concepts and terms of finance and accounting, how to interpret and analyse financial statements, how to use financial ratios to assess business performance, how to prepare and manage budgets, and how to apply your financial knowledge to a real-life case study. You will also learn how to communicate with financial professionals and stakeholders with more confidence and clarity.

## Course outline

No.	Topics
	Intro, ice-breaking and energizer
1	<b>Module A - Foundation of Finance and Accounting</b> <ul style="list-style-type: none"><li>Accounting &amp; Finance Principles</li><li>The Accounting Practice</li></ul>
2	<b>Module B - The Financial Statements</b> <ul style="list-style-type: none"><li>Income Statement</li><li>Balance Sheet</li><li>Cash Flow Statement</li><li>Statement of Shareholders' Equity</li></ul>
3	<b>Module C - Financial Ratio</b> <ul style="list-style-type: none"><li>Liquidity Ratio</li><li>Asset &amp; Debt Ratio</li><li>Profitability Ratio</li><li>Earnings &amp; Dividends</li></ul>
4	<b>Module D - Financial Analysis</b> <ul style="list-style-type: none"><li>Interpreting Financial Statement (using Case Study on Public Listed Company)</li></ul> <p>Group discussion and presentation</p>

## About the Trainer: CHEW MEI SEEN

Chew M.S. is a seasoned finance professional with a wealth of experience that spans over two decades in various capacities within the finance industry. Her journey has seen her at the helm of financial operations in both local businesses and Fortune 500 multinational companies, where she has played pivotal roles in steering these organizations towards fiscal prudence and growth.

As a Chartered Accountant, Chew M.S. possesses a deep-seated proficiency in financial matters, which she brings to life in her course, "Finance for Non-Finance Professionals." Her ability to demystify complex financial statements and impart the nuances of financial literacy is unparalleled. Chew M.S. equips her students with the acumen to interpret balance sheets, income statements, and cash flow statements with confidence, providing them with a solid foundation to make informed business decisions.

Through her expert guidance, Chew M.S. transforms the daunting world of finance into an accessible and engaging subject. She is not just teaching finance; she is instilling a financial mindset that enables professionals from all backgrounds to navigate the financial landscape with ease and insight.

## Course Objectives

The objective of the workshop is to equip non-financial professionals with the financial awareness to enable better short- and long-term decision making in managing their businesses.

- Knowledge of accounting principles and practices
- Skills in analysis and problem-solving
- Ability to process financial data

## Learning Outcome

At the end of the workshop, the participants should be able to identify and analyse the components of income, expenditure, assets and liabilities from a given Financial Statements of companies within one day.

## Target Audience

This workshop is designed for Non-Finance Managers, Company Secretaries, Executives and professionals who want to improve their financial literacy and need to use financial information in decision making in their roles.

## Methodology

This workshop is interactive and practical, using a combination of theory and case study.

The participants will learn the financial concepts and tools through lectures, discussions and exercises, and then apply them to a real-life case study based on the financial statements of a Public Listed Company. The participants will also receive feedback and guidance from the facilitator, who is an experienced financial trainer

## WEBINAR FEE

Category	Early Bird Fee per person (RM)  (applicable for participant who register and pay before 4/11/2024)	Normal Fee per person (RM)	Group Fee per person (RM)*  (For 3 or more registrations from the same organization)
MAICSA Member/ Affiliate/Graduate/Student	490	540	510
Non member	640	690	660
Retired MAICSA member	270	270	270
MAICSA Member's staff***	600	600	600

Fee includes course materials in digital form and e-certificate.

Registration with HRDCorp grant, **the NORMAL FEE will apply. Discounted fee is NOT applicable.**

### MAICSA Member's Staff

- \*\* (i) applicable to the staff of MAICSA member (Sponsoring Staff) of the same organisation and billing
- (ii) NOT entitle to any other discounts
- (iii) The Sponsoring staff must be MAICSA active member
- (iv) MAICSA Affiliate CANNOT sponsor his/her staff.

### ENQUIRIES:

Email: [training@maicsa.org.my](mailto:training@maicsa.org.my)

Tel: **03-2282 9276 (ext 805)**

**Attention: Ms Nor Falati**

- Fee is payable to **MAICSA**

### PAYMENT MODE:

#### Online transfer

RHB Account No: 2-64-094-0000-4232

Swift Code: RHBBMYKL

**Note:** Bank charges for telegraphic transfer will be borne by the client.

Please email the bank-in slip/ transfer advice to [training@maicsa.org.my](mailto:training@maicsa.org.my) or fax to 603-2283 4492, for our verification and record.

**Individual Registration:** Full payment shall be made AFTER you have done the online registration.

**Company Registration:** Full payment shall be made 7 days **BEFORE** the webinar.

- Access to join the webinar shall be granted only upon full payment as per the above requirement.
- **NO Letter of undertaking is accepted.**

**Upon successfully registration, you are deemed to have read and accepted the terms and conditions.**

## TERMS & CONDITIONS FOR WEBINARS

### WEBINAR ACCESS LINK

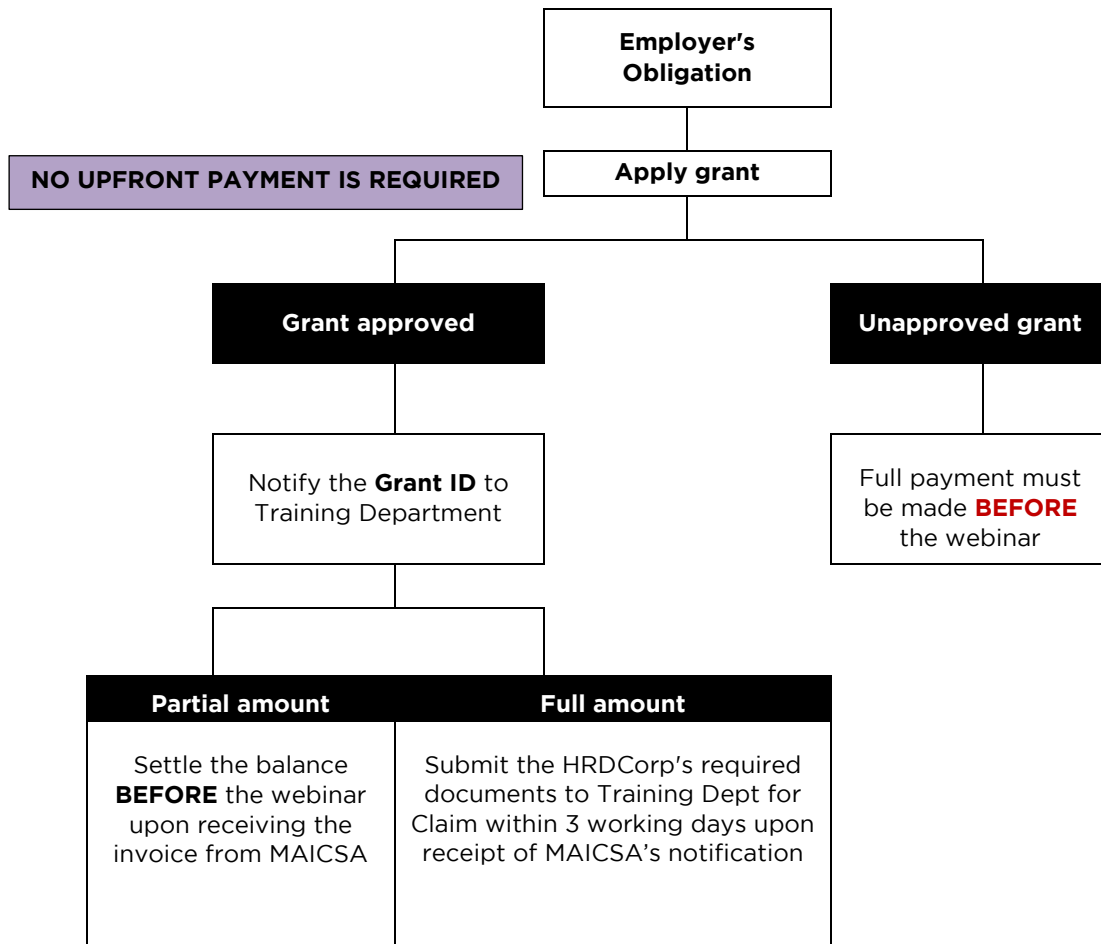
- The Access Link will be emailed at least one day before the commencement of the webinar.
- The Access Link is unique and should not be forwarded/shared with others.
- **Participants may log-in at 8.45am**

**HRD CORP (FOR CLAIMABLE EVENTS ONLY)**

MAICSA is an approved Training Provider registered under 'The Malaysian Institute of Chartered Secretaries and Administrators' (**MyCoID: 1472 (SEL)**).

- To make full payment to MAICSA as per the issued Invoice within 14 working days upon receipt of MAICSA's notification in the event the approved training fee is cancelled by HRDCorp due to non-compliance on the part of the participant or his/her employer or any valid reasons stipulated by HRDCorp.

**SBL KHAS  
REMOTE ONLINE TRAINING (PUBLIC)**



## **CANCELLATION/REFUND/REPLACEMENT/TRANSFER**

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

- For written cancellation received with minimum seven (7) days' notice from the date of the webinar, no penalties will be imposed and full refund will be made to participants who have paid.
- For written cancellation received less than seven (7) days from the date of the webinar, an administrative charge of 20% of the registration fee will be imposed. Unpaid registrations include those registrations with HRDCorp grant will also be liable for a 20% administrative charge.
- No refunds will be made for written cancellations received on the day of the webinar or for participants who failed to join the webinar. Unpaid registrations include registrations with HRDCorp grant will also be liable for full payment of the registration fee.
- Replacement of participant and transfer of webinar are not acceptable.

## **CERTIFICATE OF ATTENDANCE AND CPD HOURS**

- Participants will be issued with an e-certificate of attendance and full payment and awarded CPD hours upon strict compliance of the following terms:
  - Remain logged in at least 75% of the time allocated for the webinar,
  - Submit the feedback form within 3 days after the completion of the webinar
- Delegates may check their E-certificates from this link <https://www.maicsa.org.my/resources/cpd-training/e-certificate-of-attendancee-confirmation-letter-of-attendance> within 5 working days after the webinar.
- For MAICSA members, the CPD hours will be credited into the CPD Tracker System within 14 days of the webinar for participants who have complied with all terms and conditions stipulated herein.
- For MAICSA members who are also PC Holder, please contact SSM for the calculation and recognition of CPD Hours for online training held by MAICSA.
- For non MAICSA members, please contact your professional body or regulator for the calculation and recognition of CPD Hours for courses held by MAICSA.

## **COPYRIGHT**

The materials of the webinar shall not be disclosed or used in any manner, either wholly or partially against any other parties and/or used in any manner, either wholly or partially as a defence by you and/or any other parties under any circumstances. The participants are therefore prohibited from reproducing any materials of this programme. All copyright and/ or intellectual property rights in any relevant materials produced in this Programme will remain with the party who produced such materials.

MAICSA disclaims responsibility for the materials of this programme. Neither the MAICSA, its Council or any of its Boards or Committees nor its staff shall be responsible or liable for any claims, losses, damages, costs or expenses arising in any way out of or in connection with any persons relying upon the materials provided during the webinar.

## **DATA PROTECTION**

Information given by the participants to MAICSA is true, accurate and to the best of their knowledge. The participants have read and agreed with the Privacy Notice as stated on MAICSA's official website and therefore, allow MAICSA to collect, process, store and use the participants' data other than what is provided under the Personal Data Protection Act 2010.

## **EXCLUSION OF LIABILITY**

This webinar shall not constitute an endorsement of the speaker(s) by MAICSA and MAICSA shall not be liable for whatsoever circumstances arising from any engagement between the speaker(s) and the webinar's participants.

## **DISCLAIMER**

MAICSA reserves the right to change the speaker(s), date(s), time(s) and to cancel the webinar should circumstances beyond its control arise. MAICSA shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. MAICSA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon registering, you are deemed to have read and accepted the terms and conditions herein