

Webinar Series: Finance for Non-Finance Professionals

23 December 2024, Monday

9.00am – 5.00pm

Speaker: Chew M.S.

Virtual

Course code: FI231124W1

Closing date: 19 December 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	Module A - Foundation of Finance and Accounting <ul style="list-style-type: none">Accounting & Finance PrinciplesThe Accounting Practice
2	Module B - The Financial Statements <ul style="list-style-type: none">Income StatementBalance SheetCash Flow StatementStatement of Shareholders' Equity
3	Module C - Financial Ratio <ul style="list-style-type: none">Liquidity RatioAsset & Debt RatioProfitability RatioEarnings & Dividends
4	Module D - Financial Analysis <ul style="list-style-type: none">Interpreting Financial Statement (using Case Study on Public Listed Company) <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 wants 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 9/12/2024)	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.

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Email: training@maicsa.org.my

Tel: **03-2282 9276**

Attention: Ms Ruzlina

- Fee is payable to **MAICSA**

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

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- **NO Letter of undertaking is accepted.**

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

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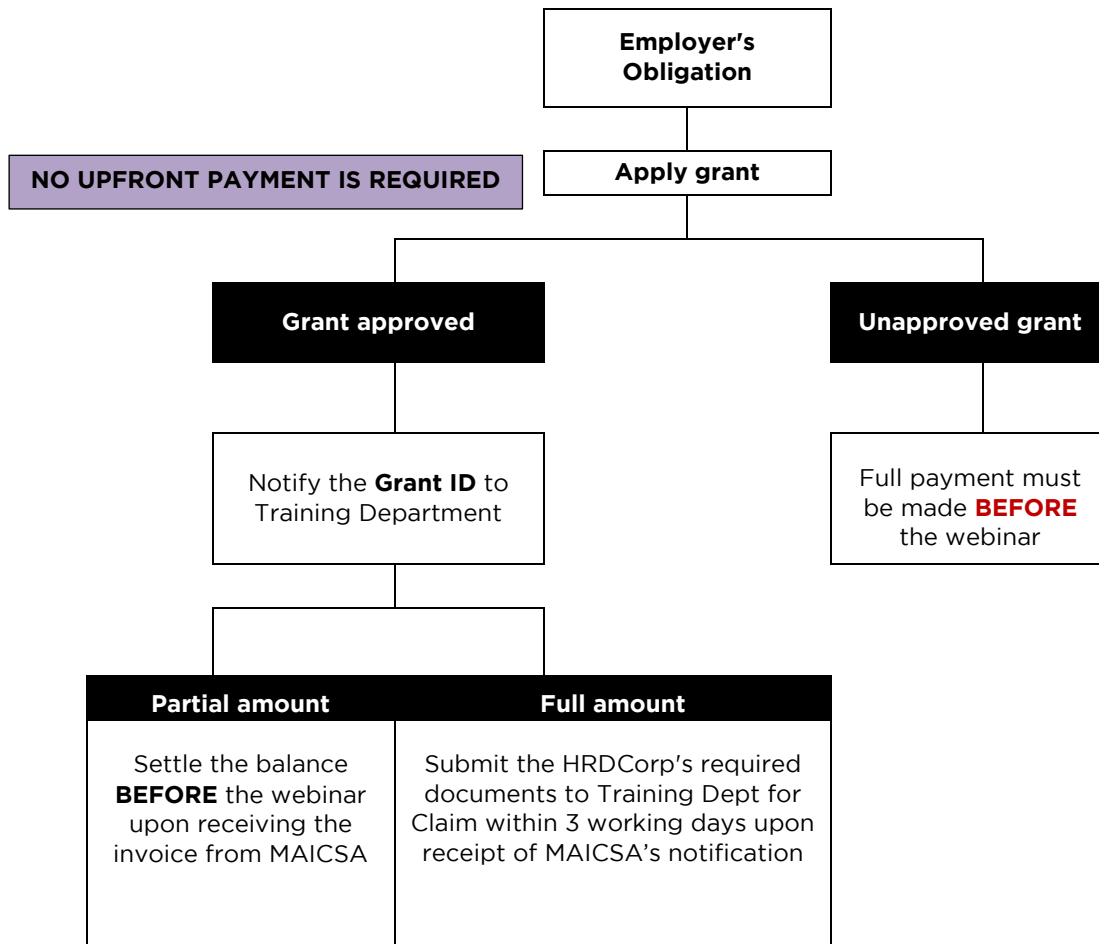
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REMOTE ONLINE TRAINING (PUBLIC)



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