

Workshop on

# Finance for Non-Financial Professionals

11 to 13 May 2010

9am to 5pm

*Helping non-financial managers to raise their awareness of finance and to use financial information in making business decisions.*

As companies strive to enhance their shareholders' funds there is a greater need to understand financial information, particularly the balance sheet, profit and loss account and cash flow statement. Decisions made without properly understanding the financial implications may lead to reduced profits (or even losses) and a reduction in shareholder value.

This 3 day Finance Workshop aims to raise the level of financial awareness of the participants and enable them to use the financial information provided to them to make better short-term or long-term decisions in managing their business.

## Key benefits of attending

By raising their financial awareness, participants are better able to manage their businesses' revenues, costs, profits and cash. Participants will also be able to use their new financial knowledge to make more effective decisions.

This workshop will provide basic financial principles and cover generic financial management tools necessary for decision making. Learning is achieved via examples, which reinforce the theory, and topic-related internationally acclaimed videos which successfully simplify the financial topic for the non-financial person. Participants will also go through a highly interactive board game, ProfitPlus™ which allows participants to experience how transactions affect the balance sheet and profit and loss account over a 2 year trading period. Participants also prepare year end financial statements. The ProfitPlus™ board game is many participants' favourite part of the workshop when we conduct in-house workshops for our clients.

This highly successful and popular Finance Workshop has attracted more than 4,000 participants from various organisations.

## Workshop objectives

By the attending this workshop, participants will

Financial statements:

- Understand the main components of a typical set of financial statements or annual report
- Appreciate the key underlying accounting concepts used in the preparation of financial statements

Business analysis:

- Know how to interpret financial statements and analyse businesses using the 7-step approach
- Have performed a SWOT analysis using financial statements

Cash:

- Understand the cash operating cycle and what affects a company's cash flow
- Know how to manage the cash operating cycle

Costing:

- Know the different categories of costs which exist and their implication on costing
- Understand costing concepts, and apply them in making business decisions

Financial Management Tools

- Understand and apply the payback, net present value and internal rate of return methods of project appraisal in decision making
- Understand briefly the concepts of shareholder value, gearing and weighted average cost of capital

Budgeting, forex and taxation:

- Have an appreciation of budgeting and the effects of foreign exchange movements and taxation on financial decisions

## Who should attend

Directors, managers and any other officers that use financial information in the course of their work and do not have any specialised training in understanding financial information. Prior knowledge of accounting or finance is not required to benefit significantly from this workshop.

## Course Outline

### Day One

Introduction  
Financial Statements  
Business Analysis

### Day Two

Cash Operating Cycle  
Costing  
Financial Management Tools  
Budgeting

### Day Three

Taxation  
Foreign Exchange Implications  
Case Study - The Lessons from Amcol ProfitPlus™ Board Game  
Warning Signals

## Workshop Leaders

The workshop will be led by either Tony Moore and/or Cecilia Handel.

Tony is a Director of PricewaterhouseCoopers LLP Singapore. Tony brings to the workshop many years of practical experience in advising major listed companies statutory boards and international financial institutions on how to manage their businesses more effectively and efficiently. Tony is widely recognised as one of Asia's leading finance trainers. He has conducted courses for numerous organisations and has presented successfully both regionally and internationally.

Cecilia Handel is a Senior Manager at PricewaterhouseCoopers LLP Singapore. She is a Chartered Accountant and a member of the Institute of Chartered Accountants of England and Wales. She worked in audit for a number of years in the media sector. Prior to joining PricewaterhouseCoopers Singapore, she worked in New Zealand as an International Financial Reporting specialist principally as a trainer. In Singapore, she runs finance and accounting workshops for PwC both in-house and as public seminars.

## Reference Book (optional)

You can choose to buy the highly acclaimed textbook "Accounting for Non-Accounting Students" by JR Dyson which will be a valuable source for future reference.

### What past participants said about this workshop:

"Excellent introduction for non-finance executives"  
"The workshop leader is very good"  
"I'm going to make use of what I've learned in my work back in the office"  
"Good mix of videos, discussions, exercises to present the concepts"  
"Easy enough to understand for non-financial people"  
"A very good basic grounding to help understand a complex subject"  
"Well-performed and conducted"  
"Topics covered are precise and have strong application value"  
"The workshop used practical games/exercises to create interest and helped in understanding basic accounting knowledge"  
"The board game really helped to pull everything together"  
"I never thought Finance could be so much fun!"

## REGISTRATION FORM

Workshop on

### Finance for Non-Financial Professionals

11 to 13 May 2010, 9am to 5pm, Fees\*: S\$1,195 (PwC clients/alumni); S\$1,250 (public)

Venue: The Sheraton Towers\*

Please register the following participant(s):

1. Name: Mr/Ms \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_

Yes, I would like to buy a copy of the textbook (optional reference book)

(please tick in the box if you wish to purchase the textbook. Please include sum of S\$56 in addition to the workshop fee)

2. Name: Mr/Ms \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_

Yes, I would like to buy a copy of the textbook (optional reference book)

(please tick in the box if you wish to purchase the textbook. Please include sum of S\$56 in addition to the workshop fee)

## CONTACT PERSON

Mr/Ms: \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_ Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Enclosed is cheque for S\$\_\_\_\_\_ (Cheque no. \_\_\_\_\_) made payable to "PricewaterhouseCoopers LLP"

Registrations can be done by telefax at (65) 6236 3300 but will only be confirmed upon receipt of registration form and cheque. Registrations can also be done by mailing the registration form to PricewaterhouseCoopers LLP at 8 Cross Street #17-00 PWC Building Singapore 048424 (Attn: M&C Dept).

On-Site Training: You can also have this course presented at your organisation to meet your specific needs. For information, please call Cecilia Handel at (65) 6236 4091, email: [cecilia.m.handel@sg.pwc.com](mailto:cecilia.m.handel@sg.pwc.com) or Tony Moore at (65) 6236 3155, email: [anthony.moore@sg.pwc.com](mailto:anthony.moore@sg.pwc.com).

### Notes:

- Seminar Fees: All fees include 7% GST, lunch, refreshments and seminar kit.
- Cancellation Policy: If you are unable to attend, a replacement is welcome. For cancellation received in writing at least seven (7) days before the seminar, a full refund will be made. No refund (or full rate will be charged) if a cancellation occurs less than 7 days before the seminar date. Notice of cancellation must be made in writing to us.
- Award of Certificate: Certificate of Attendance will be awarded on successful completion of the workshop.
- Reservation Hotline: For registration and reservation enquiries, please call Ms Siti or Maimunah at (65) 6236 3957/3
- Change of Venue/Date/Programme: The organiser reserves the right to change the venue, date and programme due to circumstances outside our control.

<http://www.pwc.com/sg>