



# Finance & Accounting Essentials for Non-Finance Professionals

**By Lim Chor Ghee**

\*Refer to Appendix 1 for Trainer details

**Venue:** KDU Section 13 Campus, PJ

**Programme Fee:** RM1280 per pax

**2-Day Workshop**

**Date:** 19<sup>th</sup> – 20<sup>th</sup> December, 2011

**Time:** 9am -5pm

## Course Overview

This workshop is specifically designed for professionals, managers and executives to help reinforce their understanding of key accounting and finance principles that are a part of everyday business and to raise their level of financial awareness. The workshop will be delivered in an easy-to-understand manner using case studies and practical illustrations. Participants will learn how to read and interpret financial statements, assess the viabilities of new business opportunities, as well as appreciate how shareholders values can be created. In addition, the trainer will equip the participants with working knowledge of pricing and costing, as well as how accounting information can be used for effective management control and motivate performance.

## Course Objectives

At the end of the workshop, participants will

- Become familiar with the different types of financial reports, cash flow, and investment analyses
- Learn to adeptly read and assess financial statements
- Understand how the numbers are generated, how they can be manipulated, and which ones to rely on for making informed decisions
- Understand the core financial tools used to evaluate business opportunities and assess financial risks
- Appreciate how funding decisions can affect the performance of companies
- Learn key accounting tools for making costing and managerial decisions
- Apply the principles of accounting in making marketing and pricing decisions
- Learn how to assess company or division performance by interpreting financial data intelligently
- Appreciate how the performance of the company could be improved by using strategic management approaches

## **Target Audience**

Professionals, managers and executives involved in business activities with financial implications. This workshop is not for Accounting or Finance specialists.

## **Methodology**

This workshop combines interactive learning methods with real life business scenarios to bring out the full implications of the concepts in accounting and finance. The workshop uses hands-on exercises, class discussions, simulations and tests of understanding.

## **Course Outline**

### ***Day 1***

#### ***Session 1: Understanding and Analyzing Financial Statements***

- Basic principles and common terms explained
- The processes in accounting and how numbers are generated
- Salient features of the Balance Sheet, Income Statement and Cash Flow Statements
- Assessing financial health
- Accounting manipulations and how to detect them

#### ***Session 2: Corporate Finance and Investment Evaluation***

- Bird's eyes view of raising funds and cost of capital
- Using Discounted Cash Flow analysis to financially evaluate business opportunities
- Creating shareholders' wealth and valuation of companies

### ***Day 2***

#### ***Session 3: Costing and Pricing***

- Costing – the basics
- Contemporary approaches in cost management
- Using marginal analysis for competitive pricing
- Target costing and continuous improvements
- Pricing in the new marketplace

#### ***Session 4: Performance Management***

- Responsibility accounting – rewarding those who perform
- Cost centre, profit centre and investment centre
- Use of accounting information for controlling and monitoring performance
- Contemporary strategic management approaches – fads or proven tools?



## Appendix 1: Trainer's Profile

### Lim Chor Ghee

*MBA(HW), MIntS (Syd), MABP(UNISA), PCeB (USQ), BComm(Melb)*

*CPA(Aust), CA(M'sia), ATII, MNCC, AIB(USA)*

*Certified Training Professional (ARTDO-ITD)*



Since 2004, Chor Ghee has delivered training workshops in accounting and finance for working professionals in 9 countries.

He has spoken for professional accountancy bodies and conference organizers, including Asia Business Forum, FinanceAsia, LexisNexis, CPA Australia, ACCA, CIMA, Institute of CPAs Singapore, Malaysian Institute of Accountants, Vietnam Association of CPAs and Vietnamese Association of Auditors and Accountants. Chor Ghee is also a visiting MBA / BBA lecturer for accounting and finance with the University of Economics of Ho Chi Minh City (ISB), Centre Franco-Vietnamien de formation à la Gestion (CFVG) and University of Banking of Ho Chi Minh City.

In his consulting capacity, he manages regional assignments on foreign direct investment advisory, tax and business advisory, and accounting. He is a partner of Vietvalues Audit & Consulting Group (Vietnam) and Executive Director of Vinmas Resources Pte Ltd, Singapore. Through his many years of senior level corporate, consultancy and training involvements, Chor Ghee has acquired extensive experience in dealing with strategic financial issues, cross border financial management, as well as structuring and managing strategic alliances and joint ventures.

He was the vice president (legal & corporate affairs) for Star Cruises Limited, a multinational company listed in Hong Kong with annual turnover of USD1.5bn in 2002. In that capacity, he managed legal, taxation, insurance and corporate affairs for the group's business operations in more than 15 countries. In his early career days, he trained with international accounting firms Coopers & Lybrand and Price Waterhouse (now PricewaterhouseCoopers), and has served as corporate affairs consultant for several companies.

Professionally Chor Ghee is a member of the CPA Australia, Academy of International Business (USA), Malaysian Institute of Accountants, Chartered Institute of Taxation (Malaysia), and Malaysian National Computer Confederation. He holds several academic qualifications from distinguished universities - Master of Business Administration (Distinction) degree from Heriot Watt University, Master of International Studies (in Political Economy and International Relations) degree from the University of Sydney, Postgraduate Certificate in Electronic Business from the University of Southern Queensland, and Bachelor of Commerce degree from the University of Melbourne. He was a doctorate candidate with the University of South Australia until 2008 and was awarded the Master of Advanced Business Practices degree after completing several stages of the research program.



## Appendix 2: Company Profile

**KDU Management Development Centre (KMDC)** is a workforce transformation and learning solutions provider. KMDC is established to develop and enhance the capabilities of professionals and business owners through leading edge and high quality executive education and professional development programs.

KMDC offers innovative learning solutions with emphasis on personal and professional growth for the individual and integrated management solutions for dynamic organizational change.



### OUR MISSION

Creating Value and Enrichment in Lifelong Learning

### OUR PLEDGE

Graduates: Become Employable Fast

Professionals: Retool Your Career

Companies: Retrain and Retain Valuable Employees

The team at KMDC understands what drives individuals and organizations to succeed and advance in leadership positions. Our model engages learning members in a transformational experience that goes beyond the mere acquisition of knowledge. Our learning network aims to bring professionals, client organizations, partner learning providers and learning members together in a network that promotes lasting, rewarding and satisfying learning experiences.



The Executive Learning Network defines the unique learning experience at KMDC. Modeled after the best business and executive learning centres in the world, the people at KMDC realize the limitations of the traditional lecture-based learning process. To ensure that our learning members are exposed to the absolute learning experience and executive education that goes beyond the framework of theories – and to enable professionals to immediately utilize their enhanced management and leadership capabilities.

KMDC enjoys strong partnerships with top institutions from the United States, United Kingdom and Australia.

**Contact us:**

**KDU Management Development Centre Sdn. Bhd.**

Block A, KDU University College (Section 13 Campus)  
76, Jalan Universiti, 46200 Petaling Jaya,  
Selangor Darul Ehsan, MALAYSIA

**Business Hours:** Monday - Friday, 9:00am-6:00pm

**Tel:** 603-7953 6969 (General Line), **Mobile:** 012-398 9030

**Fax:** 603-77953 6966

**Email:** [bhng@kmdc.com.my](mailto:bhng@kmdc.com.my)

**Web site:** [www.kmdc.com.my](http://www.kmdc.com.my)

**Facebook (CFP):** [www.facebook.com/MYCFP](http://www.facebook.com/MYCFP)

**Facebook (Executive Education):** <http://www.facebook.com/MyExecEd>