



A 2-day intensive & practical course on

Financial Analysis for NON-FINANCE MANAGERS

Tools & Techniques for Decision Making

26-27 October 2009 | Grand Millennium Hotel Kuala Lumpur

**AFTER ATTENDING THIS COURSE,
YOU WILL RETURN TO YOUR JOB...**

1. Reading And Interpreting Any Financial Statements Confidently.
2. Identifying And Analysing Key Financial Performance Indicators.
3. Applying Financial Tools & Techniques To Measure & Evaluate Business Performance Including Those Of Competitors.
4. Knowing The Different Techniques For Preparing Cash Flow Projections.
5. Understanding The Time Cost Of Money & Discounting Techniques.
6. Evaluating Whether A Capital Project Or Investment Is Financially Viable.
7. Having Greater Insight Into Why It Is Important To Improve Business & Operational Performance, The Key Areas Where You Can Make A Contribution And Crucial Approaches To Help You Achieve This.

FOCUSING ON

PART 1 • INTERPRETING FINANCIAL STATEMENTS

- WHAT THE NUMBERS REALLY MEAN

PART 2 • MEASURING BUSINESS PERFORMANCE

- ASSESSING THE COMPANY'S FINANCIAL HEALTH

PART 3 • HOW TO PREPARE CASH FLOW PROJECTIONS

- THE ART OF CASH FLOW PLANNING

PART 4 • APPRAISING CAPITAL INVESTMENT

- EVALUATING PROJECT FINANCIAL VIABILITY

WHO SHOULD ATTEND

Non-Finance Managers, Business Or Divisional Heads, Potential Managers, Entrepreneurs And Those From Any Industry Who Need A Good Grasp Of Fundamental Financial Analysis & Decision-Making.

- General Managers who need to use financial modeling to measure business performance
- Those who are involved in financial and accounting related fields

METHODOLOGY

The Contents Have Been Designed On A Mix Of Classroom Financial Know-How And Application Of Learning Gains To A Local Public-Listed Company And Other Case Studies By The Participants As Individual Exercises And Team Assignments During The Workshops.

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