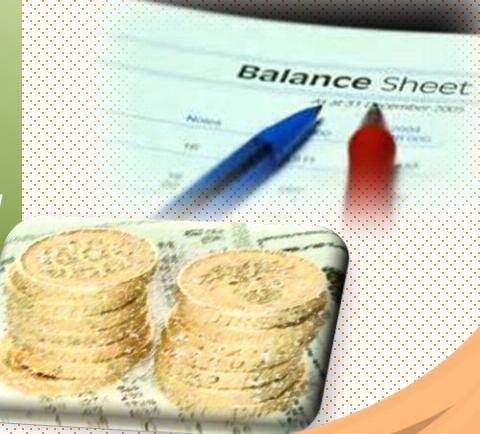


## CorpFinNFM

*Corporate Finance for Non-Financial Managers* - This is a 2-day on-site training workshop designed to enable experienced managers who have no financial background to understand the various elements that make up the Financial Statements, and appreciate factors that affect strategic decision-making of the organization from a financial standpoint. Managers at every level are involved, even if only indirectly, with how the corporation earn and spend money. Hence it is important that all managers understand how their decisions and actions affect the corporate's finances. The workshop provides clear basic financial concepts, practical exercises and real-case studies which are necessary to enable participants to convey their financial understanding into the applied world.

**Confused about the FINANCIAL  
Statements? Unsure how to prepare your  
BUDGET? Need to analyse your  
Financial standings against competitors?**

⇨ **COME AND LEARN THROUGH OUR WORKSHOP!**



The facilitator, Zaharin Ali, has over 30 years of working experience, with many years in the top leadership positions. He is well experienced in forming and implementing strategic plans, managing risks and business continuity, managing customer relations, and developing human talents. His career included being Head of Company for a Government-linked company, and Group CEO for a large IT company based in Kuala Lumpur. Prior to that, he was Vice President (Business & Operations) for a MSC flagship company in Cyberjaya. He has been involved in numerous leadership programs, and had been involved in extensive change management projects servicing more than 5,000 Government and Private sector clients.

Zaharin holds a Master of Business Administration (Finance) and double Bachelor of Science degrees in Electrical and Computer Engineering. Being a certified HRDF RPL assessor and HRDF trainer, Zaharin provides consultancy, coaching and training in Business Strategic Planning, Corporate Finance and Practical Performance Management.

He has conducted Finance for the Non-Finance Manager courses to a variety of clients from both public and private sectors. His clients included among others several (Selangor, Kelantan, Sabah, Kedah, Perlis, Sarawak, Johor, Penang, and Pahang) state economic development corporations, Selangor Islamic Council, and public-listed companies (IT, F&B, property, & Medical devices sectors).



**Objectives:**

- Understand the key concepts in Finance and its terminologies
- Understand the Financial Statements and their purposes
- Conduct financial analysis using financial ratios for competitive evaluation
- Understand the importance of Profits and Liquidity
- Apply techniques for effective investment decision-making
- Understand the sources and costs of financing
- Preparing company budgets and forecast

**Contents:****Introduction to the Financial World**

- Financial Accounting vs Financial Management
- Corporate Objectives and Budgeting
- Scope of Financial Management

**The Financial Statements**

Getting to know the Financial Statements

Reading the Income Statement

- Understanding the Matching & Cost principles

- Revenues and Expenses

Reading the Balance Sheet

- Know the Types of Assets
- Depreciation

Shareholders' Equity and Liabilities

Reading the Cash Flows

- Cash Flow Activities

Preparing Financial Statements – Exercise 1

**Financial Ratios & Analysis**

Liquidity Ratios, Asset Ratios

Efficiency Ratios, Debt Ratios

Market Ratios

Cash Conversion Cycle

**CAPEX Investment Decisions**

Payback Period

Discounted Cash Flows

Present and Future Value

Internal Rate of Return

Profitability Index

Exercise 2: Choosing between projects

Exercise 3: Deciding on Machines

Scenario Analysis

**Capital Structure**

Weighted Average Cost of Capital

Capital Asset Pricing Model

Why Companies Borrow

Exercise 4: Market & Annual Report

Analysis

Exercise 5: Budgeting Exercise

**Who Should Attend**

The course is most suitable for experienced Non-Finance Corporate Managers and Executives, Corporate Directors, CEO's / M.D's, Department Heads, and other aspiring Entrepreneurs, who have little to zero finance background, but are interested to learn finance in a practical corporate way. Tool: Microsoft Excel is required.

A programme by **Leadersense Consulting & Systems Sdn Bhd** (438167-K)

Email to [info@leadersense.asia](mailto:info@leadersense.asia), or learn more about our other programmes at [www.leadersense.asia](http://www.leadersense.asia)