



Two Days Intensive Seminar

SBL Claimable Subject to HRDF Approval

Accounting & Finance For Non-Finance Managers And Executives

22ND & 23RD APRIL 2009
 JW MARRIOTT HOTEL,
 KUALA LUMPUR

SEMINAR CONTENTS

DAY ONE	DAY TWO
<p>Why Accounting is Important to Non-Financial Executive</p> <ul style="list-style-type: none"> The need for information The contract between financial accounting and management accounting An overview of corporate financial statements and reports <p>Understanding of How the Financial Accounts Are Constructed</p> <ul style="list-style-type: none"> The financial accounting framework The accounting concepts, principles and policies The question of materiality and corporate disclosure <p>The Various Corporate Financial Statements and Reports</p> <ul style="list-style-type: none"> The Chairman's Statement The Report by the Board of Directors Auditor's Report Notes to Accounts The Balance Sheet The Profit and Loss Account The Cash Flow Statement <p>How to Interpret the Various Corporate Financial Statements and Reports</p> <ul style="list-style-type: none"> Accounting ratio computation and interpretation Critical areas to be covered by the ratio analysis, viz, profitability, liquidity and gearing How to apply investment ratios to evaluate and appraise public listed companies <p>Case Study on Ratio Analysis and Interpretation of Corporate Financial Statements</p>	<p>Basic Aspects of Finance</p> <ul style="list-style-type: none"> Investment, valuation, risk, markets, politics, globalisation Companies, governments, banks, intermediaries, investors <p>The Relationship Between Risk and Return</p> <ul style="list-style-type: none"> Business risk versus financial risk Risk and uncertainty <p>Management Game on "Risk and Return On Investment"</p> <p>Company's Objectives and Managerial Behaviour</p> <ul style="list-style-type: none"> The objective of maximisation of shareholder's wealth The social goals argument The separation of ownership and management in big corporations and the resultant conflict of interests between the shareholder's objective and managerial objective <p>The Three Main Capital Markets</p> <ul style="list-style-type: none"> The Foreign Exchange and Financial Futures Market The Stock Market The Money Market <p>Financial Decisions and the Time Value of Money</p> <ul style="list-style-type: none"> Basic elements of the decision-making process in investment The time value of money Future value versus present value

Conducted By Distinguished Speaker:
MR. LEE FOK CHONG
CA(M), FCMA, MCIM

- Former Group Financial Controller of Public Listed Company
- More than 22 years experience in Accounting and Financial Management
- A full time trainer cum management consultant

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REGISTRATION FORM

Ref: APR09AC

EARLY BIRDS: Registration and Payment by 6th April 2009 – RM1250.00 per person
 GROUP DISCOUNT: Two or More Persons from same organization – RM1300.00 per person
 REGULAR FEE: RM1350.00 per person inclusive of lunch/tea-breaks/valuable seminar materials & **CERTIFICATE**
 (Crossed Cheque/Bank Draft payable to **ASIA PACIFIC DILIGENCE SDN. BHD.**)
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Cancellations & Transfers: If you are unable to attend, a substitute candidate(s) is welcome at no extra charge. Please provide the name and position of the substitute delegate at least 2 days prior to the seminar. A full refund less 25% administrative charge will be made for cancellation received in writing 2 weeks prior to seminar. A 50% refund will be given for cancellation received 1 week prior to the seminar. Regrettably, no refund can be made for cancellation 3 days before the seminar. If registration is confirmed, a 25% administrative charge will be incurred for non-attendance.

The organizer reserves the right to change speakers and/or modify the programme content without prior notice.