

MasterClass Finance for Non Finance Managers

Prepare yourself to make powerful and informed business decisions by understanding the essence of corporate finance and learning to create value on a corporate level.



Do you have a thorough understanding of accounting terminology to be able to relate it effectively to the structure of financial statements?

Would you like to be equipped with various techniques to assess and control the day-to-day activities of budgeting, profit and cash flow?

Are you looking to improve budget management, increase potential profits and assess the financial viability of projects?

Course Facilitator

Manjit Biant Bsc.Hons ACMA
AT Consultancy Training

16h & 17th January 2013
Dubai, UAE

VMAC's MasterClass Finance for Non Finance Managers is a highly interactive and participative workshop that is designed to give senior executives and understanding of and the practical ability to use the key business financial skills to improve their business decision making.



An Exclusive Event by VMAC Business Group
Premier Provider of Business Intelligence

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Introduction

In today's competitive business world firms are under unprecedented pressure to deliver value to their shareholders and other key stakeholders. Senior executives in all parts of the organisation are finding that they need some degree of financial know how to cope with the responsibility placed on them as business managers and key decision-makers; monitoring and improving business performance, investing in capital projects, mergers and acquisitions and budgets. All require some degree of financial knowledge.

The MasterClass is ideal for non-financial managers and executives who need to enhance their knowledge of finance and accounting, as well as to sharpen their skills and expand on their current knowledge.

The MasterClass uses a combination of participative seminars, discussions, case studies and problem solving to ensure that delegates learn and develop the confidence to use the various principles and techniques in financial management.

Why You Should Attend?

As managers, your ability to manage a budget is critical to the success of your department and projects you are handling. You need to understand the concepts and terminology used in the financial decision-making and control process.

This MasterClass emphasizes on providing non-financial managers with a fundamentally solid understanding of the role of budgeting in today's business environment. A wide variety of adult learning methods will be applied to help participants grow and renew their excitement about using business concepts to increase profitability and measure success.

Preliminary Questionnaire

In order to enhance your learning experience you will be offered to complete a **Pre-training Questionnaire**. This will help us to make sure that the materials delivered at the event are highly relevant, correspond your level of knowledge and expertise, and address the exact challenges within your organization, industry, and region. Your information is necessary for us to meet your expectations and delight you with our services!

Testimonials

"VMAC Business Group is able to recognise and develop new trends. The delivery of innovative case studies adds tremendous value to conferences. This gives delegates the perfect balance between theory and practice. I believe in its formula."

Professor Robert Kaplan, Harvard University

Really enjoyed the professional organization and quality discussions & networking.

Meredith Taghi – DHL Company

Very good, interesting. Should have more on this future.

Greg White–Government of Bahrain

It was well ran & executed.

Roy Lai - Singapore

The best tool to improve & advance.

Adnan Al Sadah – HR Manager Al Hejailan

In general it was useful, we shared on experienced since we are coming from different organization, and it was good to share different culture.

Hanan Al Haji –Dolphin Energy

Gained more knowledge from this forum & help boost more confidence to face people. –

Emmy Diane Abdullah – ING Insurance Berhad

Overall, very satisfied with the forum as it gives new perspectives about my job. Thanks VMAC for a great seminar.

Yulia Puspasari – Indonesian Central Securities Department

Very good forum where participants share their knowledge and experiences.

Shalyn Ramesundran – Siemens Malaysia Sdn Bhd

Overall, excellent forum.

Elaine Chan & Teresa Ong – Ranhill Worley Parsons Sdn Bhd & Amway IT Services.

Good topic approach & would like to be a speaker in a similar topic to share my experiences.

S.Subatara- Ranhill Berhad

Who Should Attend

For those who requires a fundamental understanding of business finance including:

- Strategy Directors / Heads
- Business Owners / Managing Directors
- Operations Directors/ Operations Managers / Supervisors
- Team Leaders / Supervisors
- General Managers
- Functional Leads
- Project Mangers / Directors
- Business Analysts / Consultants
- Procurement /Professionals
- Change Managers and Consultants
- Administration Managers
- Management Consultants
- Finance Support Staff

What You Will Learn

By attending this highly interactive MasterClass, you will be equipped with these skills to:

- Understand fundamental business finance concepts; understand, analyse and interpret financial statements: Profit Statement, Balance Sheet and Cashflow Statement
- Understand the vital difference between profit and cashflow; identify the key components of working capital and how they can be managed to generate strong cashflow
- Evaluate pricing decisions based on an understanding of the nature of business costs and their impact on gross margin and break-even sales; managing pricing, discounts and costs to generate strong business profits; understand how lean manufacturing methods improve profit
- Use powerful analytical tools to measure and improve the performance of their own company and assess the effectiveness of their competitors
- Apply and interpret techniques for assessing and comparing investment opportunities in capital projects, business acquisitions and other ventures; understand and apply common methods of business valuation
- Understand the role of business finance in formulating and implementing competitive business strategy; the role of budgeting as part of the planning process and the various approaches to budgeting and performance measurement

How You Will Benefit

- Gain a comprehensive understanding of accounting terminology relating to the structure and workings of financial statements.
- Allow you to utilize a range of techniques to assess and control the day-to-day activities of budgeting, profit and cash flow.
- Apply the fundamentals of finance to improve budget management, increase potential profits and assess the financial viability of projects.

Timetable

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|--------------------|--------------------------------|
| 8.00am | : Registration |
| 8.30am | : Training starts |
| 10.00am to 10.15am | : Morning refreshment |
| 12.30pm to 1.30pm | : Lunch |
| 2.45pm to 3.00pm | : Afternoon refreshment |
| 4.00pm | : End of day |

Trainer Profile



Manjit Biant
Bsc.Hons ACMA
AT Consultancy Training

Manjit graduated at the prestigious Aston Business School, the largest business school in Europe. His degree in Business Administration included a placement year with Deloitte Haskins & Sells, one of the top five Accountancy firms at the time.

He won the Ernst & Young prize for best Dissertation, based on his placement year.

He proceeded to continue his career with the newly merged firm Coopers & Lybrand Deloitte. His experience included auditing some of the top firms including National Grid, Barratt Homes and United Biscuits along with a number of local government institutions. He also spent some time in the insolvency and administrator department.

After 2 years with this firm he moved on to complete his CIMA accountancy qualification working for a number of firms including GRT Transport, Boots and Central & Carlton Television.

He spent 4 years in Edinburgh working for Lloyds TSB as a Business Implementation Manager and then went on to work for AMP UK Financial Services, the largest Insurance Company in Australia, as an internal management consultant.

He went on to work for Hays PLC as a Commercial Accountant, then finally decided to run his own business and get street experience, putting his entrepreneurial skills to the test. After selling his business at a young age, he now enjoys semi-retirement, working as a part-time lecturer, free-lance trainer, business consultant & Internet Marketing Coach.

Manjit has had extensive training in the Thompsett Project Management program, Quality Management Techniques and Customer care implementation. He delivers courses on all aspects of Accounting, Finance & Business including Finance for Non Finance Managers, Risk Anaylisis & Management, Forensic Accounting & Auditing, Corporance Governance.

WORKSHOP OUTLINE

Day 1

Business and finance fundamentals

- Strategy and finance
- The objectives of the firm: delivering value to shareholders and key stakeholders
- The Principal-Agent dilemma: the shareholder – director relationship
- Understanding shareholder returns – dividends and share price drivers
- Disasters and developments in corporate governance – lessons from Enron
- The role and scope of financial planning and management

Basic principles

- Accounting concepts, GAAP and common terms
- Understanding and using the balance sheet
- Understanding and using the profit statement
- Recognising the vital difference between profit and cashflow
- Understanding and using the cashflow statement
- What financial statements can and cannot tell us

Managing and improving cashflow

- Sources of finance and their advantages and disadvantages
- Cost of business capital
- What is working capital and why is it so important?
- Managing stocks, debtors and creditors
- Understanding how working capital drives business growth
- Understanding and avoiding the over-trading trap
- Unlocking the funds tied up in fixed assets: asset backed loans, HP finance and leasing
- Preparing cashflow forecasts

Managing and improving profit

- Understanding how profits generate cashflow
- The fundamental nature of costs: fixed and variable business costs
- Understanding gross margin and break-even
- How common pricing methods affect gross margin and profit
- Effective strategies to improve gross margin
- Using value chain analysis to reduce costs
- Lean manufacturing methods – understanding Just-in-time, 6 Sigma and Kaizen methods
- Improving profit – effective and defective strategies

Day 2

Measuring and managing business performance

- Reading and interpreting published financial statements
- Measures of financial performance and strength
- Investor behaviour: the risk and reward relationship
- Return on investment (ROI): the ultimate measure of business performance
- How profit margin and net asset turnover drive return on net assets
- Why some companies are more profitable than others
- Understanding competitive advantage: cost and differentiation advantage
- Why great companies fail – what happened to Kodak?
- Using a 'Pyramid of Ratios' to improve business performance
- Using Critical Success Factors to develop Key Performance Indicators

Investment appraisal and business valuation

- Common methods used for investment and project appraisal
- Understanding the 'time value' of money
- Using discounted cashflow techniques for investment appraisal
- Project investment and capital budgeting decisions
- Common business valuation techniques
- Key financial issues in mergers and acquisitions
- Using financial due diligence to assist in valuation and negotiation

Budgeting and forecasting methods

- Using budgets to support strategy
- Objectives and methods for effective budgets
- Using budgets to monitor and manage business performance
- Alternative approaches to budgeting
- Developing and implementing Balanced Scorecards
- Beyond Budgeting
- Forecasting methods and techniques
- Identifying key business drivers
- Using rolling forecasts and 'what-if' models to aid decision-making

VMAC's MasterClass
Finance for Non Finance
Managers assists you in:

- Understanding all the principles of corporate finance.
- Preventing or reducing the risk of financial errors in decision making.
- Learn how budgeting works in the world of accounting and the primacy of cash flow.