



FINANCE FOR NON-FINANCE MANAGERS

All levels of management are regularly confronted with enquiries such as :

- Is it in the budget?
- Do we have the resources?
- What is the return on Investment?
- What do these figures really mean?
- How do I analyse a set of reports?

As a non-financial person, your actions and decisions affect the financial picture. But, if you're making those decisions without a solid knowledge of finance and accounting, you're operating in the dark.



Datin Shuba Kumar

Datin Shuba Kumar is an independent consultant, providing services in management, training and development. She has 40 years experience in various positions in the corporate world as, Training consultant, Regional Financial Controller and General Manager of Hotels, Group Internal Auditor and Group Company Secretary of a public listed company and External Auditor in Price Waterhouse Melbourne

Shuba is a Fellow of the Institute of Chartered Accountant, Australia. She is also a Fellow of the Australian Society of Certified Public Accountants and a chartered accountant of Malaysian Institute of Accountants.

Shuba is an accomplished trainer and has conducted both soft skill and technical and financial training in many multinational organisations, banks and hotels in Malaysia, the Asia Pacific region, Australia and United States of America. She has received excellent comments on her training courses and the methods she adopts. She is a regular speaker at public seminars and conferences, presenting papers on Internal Controls, Business planning, Budgeting, Reading and Analysing the Annual report, Cash Flow management strategies, Red Flags in Accounting and the Future of Chief Financial Officers. She has given many motivational talks to corporations as well.



COURSE OUTLINE

- Introduction to the fundamentals of accounting – definition of accounting, accounting concepts and conventions
- Getting to grips with the terminology
- Importance and use of financial statements
- What they tell you about the organisation
- Understanding the structure, composition and the interrelationships of the components of financial statements
- Differentiating liquidity and profitability
- Understand various costing concepts
- Capital versus revenue expenditure
- Principles of Accrual and Prepayments
- Profit and Loss statement and understanding the statement
- The Hierarchy of earnings EBITDA down to Profit after tax
- Hands on Group work
- Cost Volume Profit Analysis (Break Even)
- Hands on Group work
- Cash Flow Statement and understanding the statement
- Hands on Group work
- The Balance Sheet and understanding this statement
- Hands on Group work
- IPO, Bonus Issue, Rights Issue, Splits , Warrants, PE and other investment terminology
- Qualitative characteristics of Financial Statements
- Reading the Financial Statements of a public listed company
- Analysis and Interpretation of a company's Financial Statements
- How to determine the performance and financial health of the company
- Balance sheet and Profitability ratios
- Operational and Financial leverage

**CONDUCTED ONLINE OR
PHYSICAL**