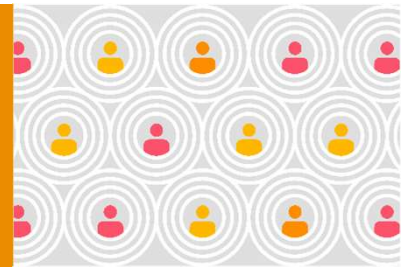




# Finance for Non-Financial Professionals

**Next runs:**

16 - 18 March 2020  
18 - 20 May 2020  
22 - 24 July 2020  
23 - 25 September 2020  
23 - 25 November 2020

**Time:**

9am – 5pm

**Venue:**

PwC Singapore Office  
(seminar room)

## Objective

To raise the level of financial awareness of participants and enable them to use the financial information provided to make better short-term or long-term decisions in managing their businesses.

## Who should attend?

Directors, managers or anyone who uses financial information in the course of their work.

Prior knowledge of accounting/finance is not required.

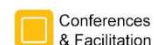
## Benefits of attending

There is a greater need to understand financial information, particularly the balance sheet, profit and loss account and cash flow statement as companies strive to enhance their shareholder value. Decisions made without properly understanding the financial implications may lead to reduced profits (or even losses) and a reduction in shareholder value.

By raising financial awareness, participants are better able to manage businesses' revenues, costs, profits and cash. Participants will also be able to use their new financial knowledge to make more effective decisions. This workshop will provide basic financial principles and cover generic financial management tools necessary for decision making. Learning is achieved via practical examples which reinforce the theory; case studies and short exercises; and topic-related internationally acclaimed videos which successfully simplify the financial topic for the non-financial person.

Participants will also go through a highly interactive board game, (ProfitPlus™) which allows participants to experience how transactions affect the balance sheet and profit and loss account over 2 trading years. Participants also prepare year end financial statements. The ProfitPlus™ boardgame is many participants' favourite part of the workshop when we conduct in-house workshops for our clients.

**Over the past 20 years, this workshop has attracted over 10,000 participants!**



# Workshop agenda

## Financial statements

- Understand the main components of a typical set of financial statements or annual report
- Appreciate the key underlying accounting concepts used in the preparation of financial statements

## Business Analysis

- Know how to interpret financial statements and analyse businesses using the 7-step approach
- Perform a SWOT analysis using financial statements

## Cash Operating Cycle

- Understand the cash operating cycle and what affects a company's cash flow
- Manage the cash operating cycle

## Costing

- Know the different categories of costs which exist and their implication on costing
- Understand costing concepts, and apply them in making business decisions

## Budgeting, Forex and Taxation

- Have an appreciation of budgeting and the effects of foreign exchange movements and taxation on financial decisions

## Investment Appraisal Tools

- Understand the payback period, net present value and internal rate of return methods of project appraisal in decision-making
- Understand briefly the concepts of shareholder value, gearing and weighted average cost of capital

## Profit versus Cash

- Understand the difference between the impact on profit and cash of 15 typical transactions which companies undertake
- Be clear on why cash is king!

## Warning Signals

- Uncover and appreciate what some of the clear warning signals are in financial statements

### Day 1

- Introduction
- Financial statements
- ProfitPlus™ Board Game - Round 1
- Business analysis

### Day 2

- Cash operating cycle
- Costing
- Budgeting
- Foreign exchange implications
- Taxation

### Day 3

- Investment appraisal tools
- Business analysis case study Of the lessons from Amcol
- ProfitPlus™ Board Game - Round 2
- Profit versus Cash
- Warning signals

## About the workshop leader



### Tony Moore

Tony is a Director of PwC's Academy. Tony brings to the workshop many years of practical experience in advising major listed companies, statutory boards and international financial institutions on how to manage their businesses more effectively and efficiently.

Tony is widely recognised as one of Asia's leading finance trainers. He has conducted courses for numerous organisations and has presented this workshop successfully both regionally and internationally.

### What past participants say:

"Experienced and engaging workshop leader"

"The workshop used practical games/ exercises to create interest and helped in understanding basic accounting knowledge"

"Excellent introduction for non-finance executives"

"Packed full of goodness"

"I never thought Finance could be so much fun!"

### How to register

Simply fill in the registration form appended with this brochure or register online by selecting the preferred date in the Training Calendar ([www.pwc.com/sg/academy](http://www.pwc.com/sg/academy)).

For any further queries, please email [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com)

# Registration Form - Finance for Non-Financial Professionals

Rates	PwC Clients & Alumni	Public
Normal rates	S\$1,295.00	S\$1,440.00

\*Prices stated includes 7% GST.

Please register the following person/s for the workshop on:

- 16 - 18 March 2020**
 **18 - 20 May 2020**
 **22 - 24 July 2020**  
 **23 - 25 September 2020**
 **23 - 25 November 2020**

1. Name: Mr/Ms/Mdm ..... Designation: .....  
 Email: ..... Contact No: .....  
 Optional:  Yes, I would like to order a copy of the reference book at S\$91.50.

2. Name: Mr/Ms/Mdm ..... Designation: .....  
 Email: ..... Contact No: .....  
 Optional:  Yes, I would like to order a copy of the reference book at S\$91.50.

**Contact Person**

Name: Mr/Ms/Mdm ..... Designation: .....  
 Company: ..... Address: .....  
 .....  
 Email: ..... Contact No.: .....

## Registration and Payment

Registrations will only be confirmed upon receipt of payment and registration form. Please email the scanned copy of your registration form to [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com) and/or mail the registration form and payment to **7 Straits View, Marina One, East Tower, Level 12, Singapore 018936 (Attn: PwC's Academy)**

For registration and enquiries, please email us at [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com).

**In-Company Training**

This workshop can be presented on-site at your organisations as an in-house programme. For more information and enquiries, please email us at [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com)

**Note:**

- Fees includes 7% GST, refreshments, lunch and seminar kit.
- The seminar will be conducted at a dedicated training room at our office in MarinaOne or at a venue located near an MRT.
- Certificate of Attendance will be awarded on successful completion of the workshop.
- Continuing Professional Education (CPE) credits will be awarded upon successful completion of the workshop.

**Cancellation policy:**

Full payment must be made prior to the seminar.  
 Registered participants will be liable for the full fee even in the event of non-attendance.  
 Upon receipt of registration, any request for cancellation or a replacement must be confirmed in writing at least **(7) working days** before the seminar and subject to PwC's Academy's approval.  
 10% administrative fee will be imposed for any cancellation or deferment received less than **(5) working days** before the seminar.  
 PwC's reserves the right to amend, postpone or cancel the seminar due to unforeseen circumstances.

