

FINANCE FOR NON-FINANCE PROFESSIONALS

A finance course that is fun and relevant

This training is designed to demystify financial concepts and empower non-finance professionals with the knowledge and tools needed to make informed business decisions. You will learn the fundamentals of finance, interpret financial reports, manage budgets, and understand financial implications of business activities. The training is tailored to enhance participants' confidence in handling financial discussions and decisions, ultimately contributing to organizational success.

Early Bird Price:

RM1,800

(Register before 18 July)

Normal Price: RM2,200

(inclusive of SST)

Please collect your RM20 TNG eWallet reload pin at registration desk.



7 - 8 MAY 2025



9 AM - 5 PM



AC Hotel, KL

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Course Outline

Module 1: Introduction to Finance for Non-Finance Professionals

- Importance of financial literacy in business
- Overview of key financial concepts and terminology
- Understanding the role of finance in organizational success

Module 2: Financial Statements Demystified

- Basics of balance sheets, income statements, and cash flow statements
- Key financial ratios and their significance
- Practical exercise: Analyzing sample financial reports

Module 3: Budgeting and Cost Management

- Budgeting fundamentals: Planning, allocating, and monitoring
- Identifying and controlling costs
- Case study: Developing a department budget

Module 4: Fun Activity - "Financial Detective"

- Teams are given a mock financial report with errors and inconsistencies to identify
- Prize for the team with the most accurate analysis

Module 5: Understanding Financial Performance Metrics

- ROI, profit margins, and other key indicators
- Linking financial performance to business strategy
- Group discussion: Aligning departmental objectives with financial goals

Module 6: Forecasting and Financial Planning

- Basics of financial forecasting
- Scenario planning and risk analysis
- Hands-on exercise: Building a simple financial forecast

Module 7: Ratio and Profit Analysis

- Understand key financial ratios and their purpose
- Learn how to interpret ROI, ROE, EBIT and EBITDA in decision-making
- Apply these metrics to analyze profitability and business performance

Module 8: Fun Activity - "Budget Battle"

- Teams are tasked with allocating a fixed budget across competing priorities
- The winning team demonstrates the most strategic and well-justified plan

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Trainer's Profile

The Trainer has more than 23 years of professional experience in sales, marketing, and business operations. He was the Chief Operating Officer of Sime Darby Swedish Auto Sdn. Bhd. Prior to this, he had proven experience in similar leadership roles such as Director of Operations, General Manager, Sales and Marketing Manager, and Training Manager internationally such as Singapore, Thailand, India and China.

The Trainer's fortes are leadership and coaching which were utilised business functions such as HR, Finance, Customer Service, Sales and Marketing, Supply Chain Management, Information Technology, and ESG (Environmental, Social, and Governance). As a coach, he has trained many high performing sales personnel in the competitive automobile world. The Trainer is an HRD Corp Accredited Trainer.

REGISTRATION

Participant's Details

Name:

Position:

Department:

Contact Number:

Email:

-

Name:

Position:

Department:

Contact Number:

Email:

Admin Details

Name:

Position:

Department:

Company:

Contact Number:

Email:

Address:

Payment Method:

Direct Payment

Claim HRD

Notes:

1. For cancellation less than 14 days before or non-arrival on the training day, no refund will be given. Substitution is allowed.
2. Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.
3. HRDC grant application shall be applied and approved before the training day. Maximum claim from HRDC is RM1,750 per day. The balance, if any, is to be topped up by client.