



Decide with Confidence

Financial Management for Non-finance Managers

This course seeks to bring forth the importance of having this set of influencing writing skills as well as possessing the ability to create sales generating articles. Incorporating the various Neuro-Linguistic Programming (NLP) techniques, the participants will definitely find this dynamic and interactive course a fulfilling and powerful advantage.

Objective of the Seminar

Finance and investment decisions are inter-related: business needs funds to invest in projects which, in turn, will generate wealth to the firm. In business venture, how to relate the risk and required return by the investor is a challenging task. This seminar highlights how such risk and return can be incorporated when an enterprise is making long term investment decisions.

Who should attend?

Managers and executives who do not work in accounting and finance, but who need to know how basic accounting and finance work, and apply accounting and finance related techniques when making business decisions.

Today, the rules of the game are constantly changing, gaining accounting and financial knowledge is no longer an option for managers and executives. They need to explore the latest ideas and concepts of investment and finance, and obtain hands-on experience with the most current tools to help their organizations gain an advantage. This program delves beneath the surface into various aspects of financial management by examining topics such as financing the business, risk and return, investment appraisals, and valuation. You will walk away with powerful insights and frameworks that you can apply immediately that help you to achieve your business objectives.

Methodology

Theory and concepts of fundamental finance and investment will be discussed. Thereafter, methods of evaluating long term investment projects will be introduced. Case examples will be used to illustrate the application of the investing financing concepts. Published corporate information and recent corporate development, both local and overseas, will be used to provide "real-life" examples.

Note: Participants are required to bring calculators.

Course Content

INTRODUCTION TO FINANCIAL MANAGEMENT

Goals of financial management; Corporate strategy and financial strategy; Role of finance function; Objectives of business enterprise; Wealth or profit maximisation; Management ethics; Shareholder objectives and agency problem. Risk and return relationship.

FINANCING THE BUSINESS

Sources of finance; long term versus short term financing; debt versus equity financing; gearing and the long term financing decision; internal sources of finance; venture capital and long term financing

COST OF CAPITAL

Cost of fund: debt versus equity; combined cost of capital; benefit and risk of borrowing.

TIME VALUE OF MONEY CONCEPT

Time value of money concept; future value and present value concepts

5 INVESTMENT APPRAISALS

Nature of investment decisions; methods of investment appraisal; accounting rate of return; payback period; net present value; internal rate of return; profitability index.

About the Trainer – Mr Lim Kaim Soon, **EMBA(HELSINKI), FCCA (UK), BBA (HONS), NUS**

Kaim Soon is the corporate trainer specializing in accounting and financial management. Working with various local and overseas consulting and training institutes, he conducts regular workshops, seminars, and trainings to management and staff of statutory boards and business corporations including Hitachi Cable, Housing and Development Board (HDB), Ministry of Community Development Youth & Sports (MCYS), Murata Electronics, YCH International Ltd, Times Publishing Ltd, AON Consulting, Singapore Law Society, etc. His areas of specialization include financial and management accounting, corporate investment and financing, as well as corporate due diligence.

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Date: 3 December 2009, 9am – 5pm
Venue: Training Choice, Fortune Centre
Fee: [] S\$634 for D&B Subscriber [] S\$714 for Non-subscriber
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 3 November to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

Fax the completed registration form to 6778 3853

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

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Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances