

# Finance for Non-Financials Professionals

by Lim Kaim Soon



Decide with Confidence

## INTRODUCTION

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.

## LEARNING OBJECTIVES

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.

## FOR WHOM

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 OUTLINE

### 1. 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.

### 2. 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

### 3. COST OF CAPITAL

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

### 4. 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:** 19<sup>th</sup> March 2010, 9am – 5pm  
**Venue:** Amara Hotel Singapore

**Fee:**  S\$395 for D&B Subscriber  S\$480 for Non-subscriber  
(Includes materials, refreshments and lunch)

- Approved for SDF Funding (eligibility criteria apply) – Applicable only for Cheque/GIRO payments
- Up to S\$4 per training hour SDF funding for SMEs (eligibility criteria apply)
- Up to S\$2 per training hour SDF funding (eligibility criteria apply)

**EARLY BIRD – Fax in your registration before 19<sup>th</sup> February 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 14 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.