

FINANCE

FOR NON-FINANCE MANAGERS

RM 2,600



2025 | 9 am - 5 pm

MALAYSIA HR FORUM ACADEMY
LEVEL 12, LOT 12A, MENARA PKNS PETALING JAYA,
JALAN YONG SHOOK LIN, 46050 PETALING JAYA

MODULE OVERVIEW

Accounting is often known as the “language of business” and accounting literacy is the key for improving financial literacy and thus helps to develop business acumen. It is imperative for all managers and business owners to understand key financial principles and apply them in the real-world context. Understanding accounting is an essential building block for a solid understanding of business. Therefore, it is a precursor to mastering the numbers game in business. This skill will enable all managerial-level employees of each department to make better and more informed business decisions. The ability to use numbers to the best advantage for business begins with the ability to read Financial Statements and tell a business story from the numbers reflected in the Financial Statements. These skills are essentially required by non-finance professionals to manage their respective areas to become effective, all-rounded, and professional managers.

This 2-day finance for the non-finance program will demonstrate that learning accounting is a lot easier by using real-life case studies. It is designed using layman's terms and language to facilitate a better understanding of the key principles and concepts. Participants will learn to interpret and communicate financial situations and events from the Financial Statements and make better business decisions.

METHOD OF TRAINING

Interactive Lectures, Accelerated Learning, Business Action Learning, Case Studies, and Discussions

DURATION

2 Days



LEARNING OBJECTIVES

On successful completion of this workshop, the participants are expected to be able to:

- Acquire a sound understanding of accounting and financial principles and their applications in the business.
- Determine the financial impacts of typical business transactions
- Recognize and classify business transactions into the appropriate accounting elements
- Learn how to read, interpret, and analyze financial statements and tell a business story from them
- Make use and apply financial information to better manage the business and make effective financial decisions.
- Improve accounting and financial skills as the key building block to harness business acumen.

CONTENTS DAY 1 | 9 AM - 5 PM

Module 1: Introduction to Business Acumen

- Getting started on the right footing
- Understanding Accounting and Finance
- What are the 3 "L"s of Accounting?
- The 5 Elements of Accounts

Module 2: What story does A Balance Sheet tell?

- Starting from Assets as the base
- Sources of funds from Liabilities
- Sources of funds from Equity
- Deducing the Accounting Equation
- Duality Concept of Accounting

Module 3: How to Read A Profit and Loss Statement

- Revenue / Income as the source of funds
- Expenses as the sources of funds
- Profit is generated by equity
- Accrual Concept of Accounting
- The value cycle of the business

Module 4: Practical Activity – How Accounting Works in Your Business

- Recording typical business transactions
- Interpreting the Income Statement
- Interpreting the Balance Sheet
- Telling the business story through Financial Statements

CONTENTS DAY 2 | 9 AM - 5 PM

Module 5: Understanding Cash Flow Statement: Is Cash the KING?

- Preparation and interpretation of Cash Flow Statement
- The importance of cash flow management
- Effective Cash Management

Module 6: Ratio Analysis that Determines the Financial Health of the Business

- Financial Analysis, Trend Line & Industry Benchmark
- 5 categories of financial ratios: ✓ Activity ✓ Profitability ✓ Efficiency ✓ Liquidity; and ✓ Solvency

Module 7: Understanding Basic Finance in Corporate Organizations

- Differences between Accounting and Finance
- How to obtain financing, its methods and sources
- The concept of the time value of money
- Principles of finance

Module 8: Budgeting as a Powerful Planning Tool

- Types of Budgets
- Understanding the budgeting process to control the business
- Case Study

