PwC-SMU
Chief Financial Officer
Masterclass for SMEs

New world.
New skills.
About PwC's Academy

PwC's Academy is the specialised external training arm of PwC Singapore. Leveraging upon our core competencies and deep industry knowledge, we translate them into powerful, practical and relevant experiential learning solutions.

As part of our effort to support Singapore SMEs to build capabilities, grow and internationalise, we have collaborated with SMU, to launch the PwC-SMU Chief Financial Officer Masterclass.

The Masterclass is supported by SkillsFuture Singapore.

About SMU

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU’s mission is to generate leading-edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy.

Home to around 10,000 undergraduates and postgraduates, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law and School of Social Sciences. SMU offers a wide range of bachelor’s, master’s and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in interdisciplinary combinations of these areas.
The PwC-SMU Chief Financial Officer Masterclass is developed with senior finance leaders in mind and includes modules which are relevant to advance high potential finance professionals.

Modules include corporate governance, risk management, managing IT in an organisation, financial reporting, mergers and acquisitions, and insights from practicing CFOs. Our faculty includes faculty from SMU professors and experienced practitioners and subject matter experts at PwC. This makes for a powerful intersection of theory, industry experience and practical application.

The programme is a platform for senior finance professionals to exchange knowledge, experiences and understand and explore potential solutions to the challenges facing the finance function and the organisation.

Who should attend?

- Chief Financial Officers
- Chief Executive Officer
- Head of finance
- Finance leaders
- Emerging business leaders
- Other senior management
Programme (17 to 20 November 2020*)

Programme modules

<table>
<thead>
<tr>
<th>Day</th>
<th>Module</th>
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<tbody>
<tr>
<td>Day 1</td>
<td>Advancing in the areas of Business Analytics and Visual Analytics</td>
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<tr>
<td>Day 2</td>
<td>Developments in Financial Reporting Standards and its impact on organisations</td>
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<td></td>
<td>Leading with Impact and Purpose: Insights on what is means to lead as a CFO</td>
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<tr>
<td>Day 3</td>
<td>The Art of the Deal: Mergers, acquisitions and valuations</td>
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<tr>
<td>Day 4</td>
<td>Corporate Strategy and Financing Strategies</td>
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</tbody>
</table>

Day 1 and 2 will be held at SMU. Day 3 and 4 will be held at PwC.

* Programme dates may change

Your Core Faculty

Oliver Wilkinson
Partner, PwC

Oliver is a Strategy Partner based in Singapore. He brings 12+ years experience as an advisor to top businesses and financial investors. Alongside his core client work, Oli has extensive experience in designing and delivering Strategy courses. Oli holds a Masters in Mathematics (First Class Honours) from Oxford University and is a member of the Institute of Chartered Accountants in England & Wales.

Alywin Teh
Partner, PwC

As a risk management consulting and internal audit practitioner, Alywin has significant financial sector commercial experiences having worked in the regional internal audit division of a MNC bank and was seconded to the Asia regional offices of two MNC insurers as their Regional Head of Internal Audit and Regional Chief Risk Officer respectively. While on secondment at the regional offices of those insurers, Alywin headed up regional functions such as Internal Audit, Risk Management, and Finance Projects. As an internal audit practitioner, Alywin has extensive experience leading and supporting various global and regional internal audit co-sourcing and advisory engagements.

Jennifer Tay
Partner, PwC

Jennifer Tay is a Partner in PricewaterhouseCoopers Singapore’s Deals Advisory Service and its Capital Projects and Infrastructure (“CP&I”) Practice that provides advice to both public and private sectors. She is the leader of the South East Asia Infrastructure team consisting of professional teams based throughout the region, and focuses on outbound investments from Chinese investors into the SEA region and also inbound investment from regional investors (including private sectors and multi-laterals) in China. Jennifer is fluent in both English and Mandarin.

Jennifer has considerable experience in professional services – particularly in large scale financial and PPP transactions, supporting both public and private sectors across the Asia regions. Jennifer’s sectors expertise includes Power & Energy (In electricity generation/transmission/distribution and in gas pipelines), Transport (in Urban Rails, Toll Roads and Bridges, and Ports terminals), Water and Telecommunications/Fibre Network infrastructure.
Christopher has over 17 years of professional experience in providing audit and advisory services. He advises clients on complex accounting and valuation matters, such as those relating to business combinations, structuring of acquisition debt/equity instruments, Purchase Price Allocation exercise, intellectual property valuation, goodwill impairment test and application of IFRS. Christopher regularly conducts accounting and valuation training both internally and externally.

Hwee Hong is a PwC Singapore Partner specialising in merger and acquisition advisory and has extensive cross border deals experience having spent 8 years in New York, 5 years in China and most recently, 2 years in Japan in our respective Deals teams. Hwee Hong is focused on guiding our clients’ through the M&A transaction process, performing financial and operational due diligence reviews, carve-out advisory, business plan reviews, business valuation considerations, assistance with deal structuring, post-deal transitional issues and advising on purchase price adjustment and completion matters.

Dr Pearl Tan has extensive experience in teaching and developing courses on advanced topics in financial accounting. Dr Tan has won a number of teaching awards in SMU and also in Nanyang Technological University (NTU), where she previously taught. Dr Tan also conducts seminars for professional and government bodies, major companies and auditing firms. Her research evaluates the implications of accounting standards on the informativeness of financial statements. Dr Tan has an active interest in the development of accounting standards and provides feedback to policy-making bodies. She has co-authored two books on IFRS that are used by a number of Asian universities. Dr Tan served on the inaugural Learning and Assessment Committee of the Singapore Qualification Programme, and was a member of the Advisory Committee for Accounting Standards for Statutory Boards, and the Financial Reporting Committee of the Institute of Singapore Chartered Accountants (ISCA). She was awarded the Public Administration Medal (Bronze) in 2015.
Your Core Faculty

Dr. Gary Pan
Associate Professor, SMU

Dr Gary Pan is the Associate Professor of Accounting (Education) and the Associate Dean (UG Admissions and Student Development) of the School of Accountancy at the Singapore Management University. Gary’s primary teaching and research interests include Accounting Information Systems, Accounting Data and Analytics, and Accounting Education. He has published widely in peer-reviewed academic journals and professional publications. Gary has won a number of international and local teaching and research awards. He also actively serves in several university and industry committees.


Clarence Goh
Associate Professor, SMU

Dr Clarence is Assistant Professor of Accounting (Practice) and Director, Professional Development at the School of Accountancy, Singapore Management University. His research interests are in the areas of judgment and decision making in financial disclosure, financial information comparability, and data & analytics in accounting. His work has been published in international accounting journals and in media outlets such as CEO Magazine and The Business Times.

Prior to joining SMU, Clarence led the Asia Pacific Corporate Research team at Jones Lang LaSalle (Corporate Solutions). He has also held various accounting and finance appointments with Barclays Capital, Deutsche Bank and the Institute of Singapore Chartered Accountants.

Dr Cheng Nam Sang
Associate Professor, SMU

Dr Cheng, a fellow of the Institute of Chartered Accountants in England and Wales, has a good mix of industrial and academic experience. Prior to joining SMU in July 2008, he was involved in fund raising and mergers & acquisitions advisory work and had held senior positions (COO, CFO, and audit and remuneration committees’ chairman) in Singapore listed companies. His audit experience from one of the big four accountancy firms at its UK and Singapore offices provided him with solid foundation and a wide range of industrial exposure for his career advancement.

Dr Cheng has also taught in National University of Singapore and University of Bradford where he got his PhD while having a full-time post there. He has published a number of quality academic papers including those in Journal of Business Finance & Accounting, Pacific-Basin Finance Journal, Managerial & Decision Economics, and Journal of Accounting Education.
## Programme fees

<table>
<thead>
<tr>
<th>Individuals</th>
<th>Non-Singaporeans</th>
<th>Singapore Citizens (SC)/PRs (after SSG subsidy)</th>
<th>Singapore Citizens aged 40 years &amp; above (after SkillsFuture Mid-Career Enhanced Subsidy)</th>
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<tbody>
<tr>
<td>Company</td>
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<td>Non-SMEs</td>
<td>SMEs (after Enhanced Training Support for SMEs)</td>
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<td>Full Course Fee</td>
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<td>SkillsFuture Funding</td>
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<td>Nett Course Fee</td>
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<td>GST 7%</td>
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* includes 7% GST

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## How to apply

Simply email to [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com) to obtain your registration form.

Please take note that incomplete application form will deem the registration unsuccessful.