

**Next runs:**

18 to 19 May 2026
29 to 31 July 2026

Time:

Day 1 and 2:
9am – 5:45pm

Day 3:
9am – 5:30pm

CPE credits:

22 hours

Venue:

PwC Singapore Office
(seminar room)

Finance for Non-Finance Professionals (FNFP)

Objective:

To raise the level of financial awareness of participants and enable them to use the financial information provided to make better short-term or long-term decisions in managing their businesses

Who should attend?

Directors, managers or anyone who uses financial information in the course of their work.

Prior knowledge of accounting/finance is not required.

Benefits of attending



There is a greater need to understand financial information, particularly the balance sheet, profit and loss account and cash flow statement as companies strive to enhance their shareholder value. Decisions made without properly understanding the financial implications may lead to reduced profits (or even losses) and a reduction in shareholder value.

By raising financial awareness, participants are better able to manage businesses' revenues, costs, profits and cash. Participants will also be able to use their new financial knowledge to make more effective decisions. This workshop will provide basic financial principles and cover generic financial management tools necessary for decision making. Learning is achieved via practical examples which reinforce the theory; case studies and short exercises; and topic-related internationally acclaimed videos which successfully simplify the financial topic for the non-financial person.

Participants will also go through a highly interactive board game, (ProfitPlus™) which allows participants to experience how transactions affect the balance sheet and profit and loss account over 2 trading years. Participants also prepare year end financial statements. The ProfitPlus™ boardgame is many participants' favourite part of the workshop when we conduct in-house workshops for our clients as well as public programs

Workshop agenda

Financial statements

- Understand the main components of a typical set of financial statements or annual report
- Appreciate the key underlying accounting concepts used in the preparation of financial statements

Business analysis

- Know how to interpret financial statements and analyse businesses using the 7-step approach
- Perform a SWOT analysis using financial statements

Cash operating cycle

- Understand the cash operating cycle and what affects a company's cash flow
- Manage the cash operating cycle

Costing

- Know the different categories of costs which exist and their implication on costing
- Understand costing concepts, and apply them in making business decisions

Sustainability

- Understand what is sustainability and sustainability reporting
- Be aware why practising sustainability is important

Budgeting, forex and taxation

- Have an appreciation of budgeting and the effects of foreign exchange movements and taxation on financial decisions

Investment appraisal tools

- Understand the payback period, net present value and internal rate of return methods of project appraisal in decision-making
- Understand briefly the concepts of shareholder value, gearing and weighted average cost of capital

Profit versus Cash

- Understand the difference between the impact on profit and cash of 20 typical transactions which companies undertake
- Be clear on why cash is king!

Warning signals

- Uncover and appreciate what some of the clear warning signals are in financial statements



Workshop outline



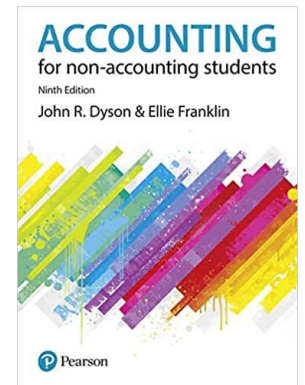
Programme	Topics covered
FNFP Day 1	<ul style="list-style-type: none"> • Introduction • Financial statements • ProfitPlus™ Board Game – Round 1 • Business analysis
FNFP Day 2	<ul style="list-style-type: none"> • Cash operating cycle • Costing • Budgeting • Foreign exchange implications • Taxation • Sustainability
FNFP Day 3	<ul style="list-style-type: none"> • Investment appraisal tools • Business analysis case study of the lessons from Amcol • ProfitPlus™ Board Game – Round 2 • Profit versus Cash • Warning signals

What past participants say:

- “Experienced and engaging workshop leader”
- “The workshop used practical games/exercises to create interest and helped in understanding basic accounting knowledge”
- “Excellent introduction for non-finance executives”
- “Packed full of goodness”
- “Wonderful trainer, great pace, engaging”
- “Very knowledgeable and patient in explaining”
- “Concepts useful, trainer able to speak in layman’s language and knowledgeable”
- “I never thought Finance could be so much fun!”

(Add on) Reference Book (S\$70 excl. GST):

Accounting for Non-Accounting Students, 9th Edition, by Dyson & Franklin provides real-life understanding of accounting by introducing the purpose and key ideas of financial and management accounting to students who have had little or no previous knowledge of the subject.



About the workshop leader

Anthony Moore Programme Director and Chief Trainer



Tony has been associated with PwC and PwC’s Academy for over 30 years. Tony brings to the workshop many years of practical experience in advising major listed companies, SMEs, statutory boards and international financial institutions on how to manage their businesses more effectively and efficiently.

Tony is widely recognised as one of Asia’s leading finance trainers. He has conducted courses for numerous organisations and has presented this workshop successfully both regionally and internationally.

How to register

Simply fill in the registration form appended with this brochure or register online by selecting the preferred date in the Training Calendar (www.pwc.com/sg/academy).

For any further queries, please email sg_academy_mailbox@pwc.com

Registration form:

Applicant profile	Singapore Citizens aged between 21 to 39 years old / Permanent Residents aged 21 and above	Singapore Citizens aged 40 and above	Enhanced Training Support for SMEs (SME-sponsored Singapore Citizens and Permanent Residents)	Non-Singaporeans / Non- Permanent Residents
Subsidy category and amount	Up to 70% of course fees	Up to 90% of course fees	Up to 90% of course fees	Full course fee, no SkillsFuture funding
Full course fee	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00
SkillsFuture funding	\$1,120.00	\$1,440.00	\$1,440.00	N.A.
Nett Course fee	\$480.00	\$160.00	\$160.00	\$1,600.00
GST 9% (on Nett course fee)	\$43.20	\$14.40	\$14.40	\$144.00
Payable course fee (Including 9% GST)	\$523.20	\$174.40	\$174.40	\$1,744.00

Please register the following person/s for the workshop on:

Online registration: [CLICK HERE](#)

- 18 to 20 May 2026
- 29 to 31 July 2026

Name: Mr/Ms/Mdm Designation:

Email: Contact No:

Optional: Yes, I would like to order a copy of the reference book at **S\$80** excluding GST.

Contact Person

Name: Mr/Ms/Mdm Designation:

Company: UEN:

Address:

Email: Contact No:

Consent: By submitting the information above, I acknowledge that the personal data disclosed above is accurate and complete, and consent to the following: PwC Data Protection Policy: <https://www.pwc.com/sg/en/site-information/privacy.html>

Registration and payment

Registrations will only be confirmed upon receipt of payment and registration form. Please email the scanned copy of your registration form to sg_academy_mailbox@pwc.com and/or mail the registration form and payment to **7 Straits View, Marina One, East Tower, Level 12, Singapore 018936 (Attn: PwC's Academy)**. For registration and enquiries, please email us at sg_academy_mailbox@pwc.com.

In-Company Training

This workshop can be presented on-site at your organisations as an in-house programme. For more information and enquiries, please email us at sg_academy_mailbox@pwc.com

Note:

- Payable course fee includes 9% GST, refreshments and seminar kit.
- The seminar will be conducted at a dedicated training room at our office in Marina One or at a venue located near an MRT.
- Certificate of Attendance will be awarded on successful completion of the workshop.
- Continuing Professional Education (CPE) credits will be awarded upon successful completion of the workshop.

Cancellation policy:

- Full payment must be made prior to the seminar.
- Registered participants will be liable for the full fee even in the event of non-attendance.
- Upon receipt of registration, any request for cancellation or a replacement must be confirmed in writing at least **(7) working days** before the seminar and subject to PwC's Academy's approval. 10% administrative fee will be imposed for any cancellation or deferment received less than **(5) working days** before the seminar.