

# Finance for Non-Financial Professionals

24<sup>th</sup> & 25<sup>th</sup> April 2014, Sofitel Hotel, Ho Chi Minh City



**Helping non-financial professionals raise their awareness of finance and use financial information in making business decisions**

## Objectives

*This 2-day Finance Workshop aims to raise the level of financial awareness of the participants and enable them to use the financial information provided to make better short-term or long-term decisions in managing their businesses.*

## Benefits of attending

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

By raising their financial awareness, participants are better able to manage their 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 examples, which reinforce the theory, 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™ board game is many participants' favourite part of the workshop when we conduct workshops for our clients.

This highly successful and popular Finance Workshop has attracted more than 6,500 participants from various organisations.

## Who should attend?

Directors, managers and any other officers that use financial information in the course of their work.

Prior knowledge of accounting/finance is not required.

## Location and timing:

Location: Sofitel hotel,  
17 Le Duan, District 1,  
Ho Chi Minh City

Timing:

Thursday 24<sup>th</sup> April,  
8.45am to 5pm

Friday 25<sup>th</sup> April,  
8.45am to 4.30pm



*Contact us for more information*

**Ms. Bui Thi Anh Dao** - Tel: +84908480606 or Email: [bui.thi.anh.dao@vn.pwc.com](mailto:bui.thi.anh.dao@vn.pwc.com)

## Workshop Objectives

### 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

### Budgeting

- Have an appreciation of budgeting and why it is important

### Investment Appraisal Tools

- Understand apply 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

### What did past participants say?

*"The workshop used practical games/ exercises to create interest and helped in understanding basic accounting knowledge"*

*"Excellent introduction for non-finance executives"*

*"I never thought Finance could be so much fun!"*

## Training Outline

### Day 1

- Introduction
- Financial Statements
- Business Analysis
- Board Game Round 1
- Cash Operating Cycle

### Day 2

- Refresher of Day 1
- Costing
- Board Game Round 2
- Investment Appraisal
- Budgeting
- Profit vs. Cash
- Warning Signals
- Conclusion

## How to register

Register your interest via email  
[bui.thi.anh.dao@vn.pwc.com](mailto:bui.thi.anh.dao@vn.pwc.com)

## Fee

16.7 million VND per person (10% discount offered to clients sending more than one participant). Fee includes lunch, refreshments, trainee pack and training certificate

## About your Workshop Leaders



### Tony Moore

Tony is a Director of PwC Singapore. Tony brings to the workshop many years of practical experience in advising major listed companies, 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 successfully both regionally and internationally.



### Luong Thi Anh Tuyet

Tuyet is a Senior Manager at PwC Vietnam. Tuyet has been involved in a number of auditing and consulting assignments for both international and local clients in Vietnam in a variety of industries including retail consumer, manufacturing, oil and gas, securities, fund management, insurance, forwarding and logistics, other service providers. Tuyet also acts as ACS (Accounting Consultation Services) Senior Manager to work with engagement teams to ensure the consistent interpretation and application of Vietnamese Accounting Standards to our clients business.



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# Workshop on Finance for Non-Finance Professionals

Date: 24<sup>th</sup> to 25<sup>th</sup> April 2014

Fees: 16.7 million VND per person (10% discount offered to clients sending more than one participant) – fees inclusive of lunch, refreshments, trainee pack and training

Please register the following participants:

1. Name: Mr/Mrs/Ms \_\_\_\_\_

Role: \_\_\_\_\_

Email: \_\_\_\_\_

2. Name: Mr/Mrs/Ms \_\_\_\_\_

Role: \_\_\_\_\_

Email: \_\_\_\_\_

## Contact Person

Name: Mr/Mrs/Ms \_\_\_\_\_

Role: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

VAT code (for Invoice purpose): \_\_\_\_\_

Email: \_\_\_\_\_

Registration can be made by emailing the completed form to:

[bui.thi.anh.dao@vn.pwc.com](mailto:bui.thi.anh.dao@vn.pwc.com)

Please make payment to:

Account name: PricewaterhouseCoopers (Vietnam) Ltd

Account number: 3009523 (VND)

3009512 (USD)

Bank's name: ANZ Bank (Vietnam) Ltd – 39 Le Duan Street, District 1

SWIFT CODE: ANZBVNVX472

Description: Finance for Non-Finance Professionals Training\_ [Company's name]

**Registration will only be confirmed upon receipt of payment**

**Cancellation Policy:** If you are unable to attend, a replacement is welcome. For cancellation received in writing at least seven (7) days before the workshop, a full refund will be made. No refund (or full rate will be charged) if a cancellation occurs less than 7 days before the workshop date. Notice of cancellation must be made in writing to us.

**Award of Certificate:** Certificate of Attendance will be awarded on successful completion of the workshop

**Reservation Hotline:** For registration and reservation enquiries, please call **Dao** at +84908480606

**Change of Venue/Date/Programme:** The organiser reserves the right to change the venue, date and programme due to circumstances outside our control.

