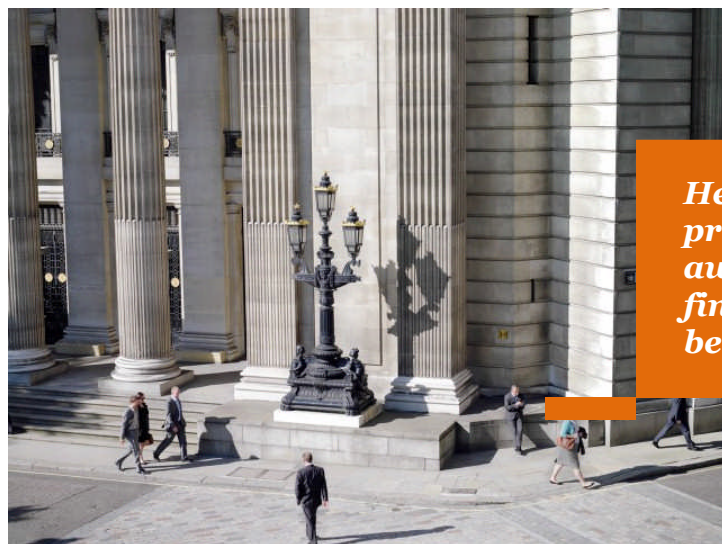


# Finance for Non-Financial Professionals

2-day workshop, 20<sup>th</sup> – 21<sup>st</sup> April, Hanoi



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

## 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 but does not have an accounting or finance qualification. Prior knowledge of accounting/finance is not required.

## Benefits of attending

There is a greater need to understand financial information, particularly the balance sheet, income statement and cash flow statement as companies strive to enhance their shareholders' value. Decisions made without proper understanding of the financial implications may reduce profits and lead to a reduction in shareholder value.

By raising financial awareness, participants are better able to manage businesses' revenues, costs, profits and cashflow. 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 income statement over 2 trading years. Participants also prepare yearend financial statements. The ProfitPlus™ board game has proved to be participants' favourite part of the workshops as it enables practical application of the knowledge gained during the course. This highly successful and popular Finance Workshop has attracted more than 8,000 participants from various organisations.

# 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 differences between cost categories and their implications on costing
- Understand costing concepts and apply them in making business decisions

## Budgeting

- Have an appreciation of budgeting and the effects of foreign exchange movements

## 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!"*

## How to register

Register your interest by contacting us via email at [pham.thao.ngoc@vn.pwc.com](mailto:pham.thao.ngoc@vn.pwc.com) or phone on +84 967294989. Closing date for registration is Friday April 3<sup>rd</sup>. We cannot accept registrations after this date.

## Registration fees

\$795 / VND 16.7m (10% discount for more than 1 participant)

## Training outline

### Day 1

- Introduction
- Financial Statements
- ProfitPlus™ Board Game
- Business Analysis

### Day 2

- ProfitPlus™ Board Game
- Costing
- Budgeting
- Investment Appraisal Tools
- Cash vs Profit
- Warning Signals
- Conclusion

## 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.



**Mai-Hanh Levitt**

Mai-Hanh is a Director of PwC Vietnam. As a former Chief Financial Officer in a multinational organisation, Mai-Hanh brings a wealth of industry experience and consulting pedigree from years of experience in the United States of America, South Africa and South-East Asia.

# Registration Form

**Finance for non-financial professionals** (20<sup>th</sup> and 21<sup>st</sup> April 2015, 16.7 million VND/ \$795 per person)

**Location:** PwC Office , 16th Floor Keangnam Hanoi Landmark 72, Pham Hung Road, Tu Liem District, Hanoi

*10% discount offered to clients sending more than one participant – fees inclusive of lunch, refreshments, trainee pack and training certificate*

*Please register the following participants:*

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

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

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

**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: [pham.thao.ngoc@vn.pwc.com](mailto:pham.thao.ngoc@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: PwC Academy Training\_ [Company's name]*

**Attendance 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 **Ngoc** on +84 967294989

**Change of Venue/Date/Programme:** The organiser reserves the right to change the venue, date and programme if there is insufficient demand for the training course or due to other circumstances outside our control.