

# DEMYSTIFICATION OF SOUND FINANCIAL MANAGEMENT

## Two-day practical seminar designed for non-financial professionals to gain financial management know-how for corporate synergies

August 26th & 27th, 2008  
Mayfair Hotel Shanghai, China

### PROGRAM OVERVIEW

To be effective, a manager has to know how to use and interpret accounting and financial information. The course is aimed at showing managers and executives how accounting techniques have been applied to the provision of information designed to assist all levels of management in planning and controlling the activities of the organization. At one end of the finance function is to be able to determine the cost of funds employed. At the other end is to be able to measure the rate of return of funds invested both within and outside the organization. Focused on real-life decision making in an international context, this training demystifies and simplifies multinational financial management in a clear, conceptual framework.

The approach is to treat international financial management as a natural and logical extension of the principles and valuation framework provided by domestic corporate financial management to account for dimensions unique to international finance.

All traditional areas of corporate finance are explored – working capital management, capital budgeting, cost of capital, and financial structure – from the perspective of a willing learner working in a dynamic and ever changing business environment.

### BENEFITS OF ATTENDING

- Understand the concept of using financial techniques at both company and departmental level in performance appraisal
- Have a sound knowledge of the true measurement of a company and a department's performance
- Have a firm grip on the limitations in financial account in measuring company and departmental performance
- Be motivated towards achieving the company's profit target in the practice of goal congruence
- Be able to communicate effectively with the finance/budget department in achieving the company's financial goals

### How is this program different from others?

- You will receive a Certificate of Attendance and a CSI Associate membership certificate (worth USD 200) on completion of the program
- You get to earn 10 CPE points for your CSI re-certification
- You get to meet the author who wrote the book "Finance for Non-Financial Managers".
- You get a copy of Financial for Non-Financial Manager eBook
- You get to meet the first person that taught Finance for Non Financial Managers
- You will learn how to distinguish the real makers from the fakers.

### WHO SHOULD ATTEND

- Chief Executive Officers
- Office Managers
- Human Resource Managers
- Sales Professionals
- Marketing Managers
- Training Managers

### Supporting Organizations:



### SPEAKER

**Tommy Seah**, Certified Fraud Examiner  
World Class Financial Management Expert  
Double Firsts in Financial Management and Accountancy (U.K.)  
Chartered Banker, International Accountant, FCPA (USA), CSOXP  
Member of Advisory Board to SOX Institute (N.Y.)



Tommy is someone that you would like to meet and to know. Straight talking, sincere, kind, helpful and without pretences, he is truly a man of strong conviction and blessed with many practical talents. First and foremost, he is a World Class hands-on accountant. He has worked as an Accountant for some of the largest companies in the world. He is a tried and tested accountant with a very firm grip on financial products. Because of his grip on the subject matter, his services in providing technical training is much sought after by numerous banks in the region, including

Germany, Singapore, Malaysia, China, Indonesia, Philippines and Taiwan. Tommy's other professional achievements would have been the objects of envy for many of his peers. Some of the better known fact is that he is the only Chinese Singaporean that sits on the ACFE Board of Regents in Texas, USA. In the year 2006, his strategic management skills were put to the test and his contribution was duly acknowledged when he was elected the ACFE Board of Regents, Vice-Chairman. Based in Austin, Texas, ACFE is the best recognised and largest Fraud Examination Body in the world. While in Singapore, he also help founded the CSI World Headquarters, a Digital Forensics Certification body. To this day, he is the Chairperson Emeritus for the CSI World Headquarters. His previous work experience includes systems based auditing in an American International Bank, where he was the Senior Regional Auditor responsible for the Bank's audit in the Asia Pacific region. He has also held the top executive position of Chief of Internal Audit in a prime offshore bank where his audit duties cover the Singapore and Hong Kong operations of the bank. He covers all areas of the bank's audit of operations and IT systems. He also has practical working experience in the Operations Department of a foreign bank. Tommy Seah is the author of seven financial books including the Multiple Currency Accounting (MCA) for bank accounting. The Financial Instruments Guide (FIG) is also another authoritative and definitive text on Financial Instruments designed to be used in the world wide banking industry for product training. His publication has received excellent review and first class commendation from some of the most authoritative professional certification body and top rated banks in the world. The other five authoritative texts used in his training are The Control of Money Market Activities in Banks, Financial Management, SWAPS in Investment Banking, Advanced Credit Analysis and Anti-Money Laundering 101. His latest publication is The Foreign Exchange Audit. The FOREX Audit eBook is available from April 2008.

For the past twenty nine years, Tommy Seah has trained and coached more than 10,000 management staff and some of the top CFOs, CEOs, CIOs, COOs in MNCs, banks and financial institutions in the region. In particular, his expertise in SOX 404, AML and Basel II, Solvency II systems implementation is much sought after by many organisations. The undisputable fact is that Tommy is Number 1 and the top brand household name in Asia Pacific for financial training.

# AGENDA

Day 1 - 26<sup>st</sup> August, 2008

08.30 **Registration**

09.00 **Session One**

What is financial management?

- What are the major financial objectives of any business
- What is the difference between Financial Accounting, Cost Accounting, Management Accounting and Financial Management
- What are the tools of Financial Management

10.30 **Morning Coffee Break & Refreshments**

11.00 **Session Two**

Introducing the two aspects of financial management

- How do you grow any business
- How do business survive liquidity crisis such as the credit crunch
- What is the true measurement of business performance

12.30 **Networking Luncheon**

13.30 **Session Three**

The practice of planning & the cost of funds ascertainment

- Fail to plan or plan to fail
- The distinction between Long Term and Short Term Planning
- Determining the Cost of Capital
- Determining the Cost of Debt versus Cost of Equity
- How to lower the Cost of Capital

15.00 **Afternoon Coffee Break & Refreshments**

15.30 **Session Four**

Monitoring devices – budgets, ratios and funds statements

- What is a Balance Sheet, P/L Account and Fund Flow Statement
- How to make use of these statements and what are the limitations
- Case Study

17.00 **End of Day One**

# AGENDA

Day 2 - 27<sup>st</sup> August, 2008

08.30 **Registration**

09.00 **Session Five**

What is financial analysis?

- The Structural approach to Financial Analysis
- Case Study

10.30 **Morning Coffee Break & Refreshments**

11.00 **Session Six**

What is asset and liability management?

- Return on Investments
- Return on Shareholders Funds
- How to manage long term liabilities

12.30 **Networking Luncheon**

13.30 **Session Seven**

Understanding capital structure and dividend policy

- What is an "optimum" capital structure?
- What is Dividend Policy?

15.00 **Afternoon Coffee Break & Refreshments**

15.30 **Session Eight**

Identifying risks and uncertainty

- The SML Curve
- The recurring theme in Financial Management

17.00 **Q&A, end of seminar**

# Registration Form

**YES, I would like to register:**

**DEMYSTIFICATION OF SOUND FINANCIAL MANAGEMENT**

August 26th & 27th, 2008, Mayfair Hotel Shanghai, China (No. 1555, Dingxi Road)

- |  |  |
|--|--|
| <input type="checkbox"/> Standard Price      | RMB 8,800 / Person (Including participation fee, course materials, lunch & refreshments) |
| <input type="checkbox"/> Early Bird Discount | RMB 7,800 / Person (Registration before 25th July, 2008)                                 |
| <input type="checkbox"/> Group Discount      | RMB 6,800 / Person (Two or more participants from the same organization)                 |

Note: Only 1 discount applicable per registration

Please fill in the registration form and fax to +8621 5228 6133 to book your place.

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Firm/Co. Address			
Email		Mobile/Pager	
Tel (Office)	Fax	Signature	

## Person 2

Family Name	Given Name		
Job Title		Profession	
Firm/Company			
Firm/Co. Address			
Email		Mobile/Pager	
Tel (Office)	Fax	Signature	

## Person 3

Family Name	Given Name		
Job Title		Profession	
Firm/Company			
Firm/Co. Address			
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1. To transfer or cancel a booking of a course we must receive written notification at least 24 hours before the commencement of the course. No late transfer or cancellation will be accepted.
2. If you are unable to attend the conference, a substitute delegate is welcome at no extra charge. Alternatively, your registration can be credited to a future conference, with a validity of 6 months.
3. Once registration is confirmed, payment must be made within one week after receipt of invoice.
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