

# Financial Analysis: A Critical Approach (for Non-Finance Managers)

By Wong Kah Teck, CFA, MBA (Chicago Booth), BSc (Wharton School) and BA (University of Pennsylvania)

## Program Overview

*“How do we effectively communicate our company’s financial performance to investors and other stakeholders? As a non-finance professional, how do I decipher financial statements?”*

*“What are financial ratios? Why do they tell us? What explains differences in financial ratios across firms?”*

*“How can financial analysis be applied to make better investment decisions?”*

*“How do we assess the reliability of a company’s reported financials?”*

*“Is launching a new product viable financially?”*

The **“Financial Analysis: A Critical Approach”** Program equips participants with useful frameworks to address the above issues and more. In this Program, we take a *critical* look at financial statements, financial ratios, pro-forma financials and evaluation of corporate investments. **This Program emphasizes application and critical thinking over theory and is ideal for non-finance managers.** Business school cases based on real world companies and spreadsheet simulations will form the core of the learning experience. This gives participants opportunities to critically assess a company’s financial performance, effectively communicate it, and make decisions using financial analysis tools.

Benefits:

- Learn using real world cases prepared by premier business schools and spreadsheet simulations (emphasize application over theory)
- Equip yourself with financial terms and frameworks to effectively communicate a company’s financial performance to investors and other stakeholders
- Integrate Financial Analysis with other business areas such strategy and marketing
- Recognize the limitations of financial analysis and suggest how to overcome these limitations
- Gain frameworks to evaluate financial viability of corporate initiatives such as new product introductions

## Key Program Takeaways

- Describe the scope and importance of financial analysis
- Analyse a firm’s financial statements by focusing on “Must Know” financial statement metrics
- Assess a firm’s financial performance over time compared to other firms using financial ratios
- Explain differences in the presentation of financial statements and ratios across industries
- Make an investment decision using a holistic financial analysis framework
- Infer a firm’s financial performance using pro-forma financial statements
- Judge the reliability of reported financial statements
- Evaluate a corporate investment using breakeven and capital budgeting analysis

## How Will You Learn

- Business School Cases
- Spreadsheet simulations
- Interactive lectures

## Date and Venue

7 – 8  
OCT

Mon –Tues 09:00 – 17:30

Perdana Room,  
Royal Lake Club, Kuala Lumpur

## Fee

|                                   |          |
|-----------------------------------|----------|
| Standard                          | RM 3,200 |
| Early Registration (by 6 Sept 19) | RM 3,000 |

10% discount applies for group registration of 3 or more from the same organization.

## Target Audience

- Investment Bankers, Corporate Bankers and Analysts
- Entrepreneurs
- Investor relations professionals
- New entrants to capital markets/finance
- Non-finance professionals

## Others

10 SIDC CPE points  
HRDF claimable

## **Prerequisites**

- Participants are required to bring along their laptops equipped with Microsoft Excel 2007 or higher.

## **Enquiries**

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## Outline

### Day 1

#### Session 1: Preliminaries and Financial Statements

- Financial Analysis: Scope and Importance
- Important accounting concepts
- The fundamentals of Financial Statements
- Important “Must Know” financial statement metrics

Case: What do the financial statements imply about a firm’s performance?

#### Session 2: Financial Ratios: The Fundamentals

- Importance of financial ratios
- Calculation and interpretation of key financial ratios
- Analysing and applying financial ratios for performance benchmarking and risk identification

Cases:

- Which is the better performing company?
- What are the risks facing a company?

#### Session 3: Financial Ratios: A Closer Look

- Zooming in on financial ratios that matter most to investors
- The Bigger Picture: Integrating financial ratios with industry dynamics and corporate strategy
- Limitations of financial ratios

Case: What explains differences in financial ratios across industries?

#### Session 4: Financial Analysis for Investments

- A framework for using financial analysis to make an investment decision
- A holistic approach to financial analysis: Integrating financial and qualitative analysis

Case: Should we buy shares in this company?

### Day 2

#### Session 5: Pro-Forma Financials

- Role of pro-forma financial statements
- Intuition behind the construction of pro-forma financial statements
- Vital insights into drivers of future financial performance

Case: What are the financial implications of a firm’s future initiatives?

#### Session 6: Quality of Earnings

- Definition and importance of quality of earnings
- A framework for evaluating earnings quality
- Applying earnings quality tests to assess the reliability of reported financial statements

Case: How reliable are the reported financial statements?

#### Session 7: Evaluating Corporate Investments

- Importance of evaluating corporate investments
- Corporate investment evaluation frameworks- Net Present Value and the Internal Rate of Return
- Limitations of corporate investment evaluation frameworks

Case: Should a new product be introduced?

#### Session 8: Breakeven Analysis

- Distinction between fixed and variable costs
- The concept of “true” breakeven
- Course wrap-up and conclusion

Case: Will a new product achieve breakeven?

## Trainer's Profile



Kah Teck has more than a decade of capital markets experience. He was a portfolio strategist in CIMB Investment Bank and Am Investment Bank where he was responsible for spearheading investment advisory and product development initiatives and also played an active role in evaluating numerous plain vanilla and hybrid fund raising options. He has also worked for the Securities Commission in research and formulating capital market development policies.

Now the Managing Director and Principal Trainer for FMTCS Sdn Bhd, Kah Teck passionately shares his knowledge and experience with professionals in many of Malaysia's leading financial institutions and government-linked institutions. His trainees frequently credit him with the ability to make finance interesting and demystify complex finance concepts.

Kah Teck graduated *summa cum laude* with a dual degree in finance and economics from the University of Pennsylvania's Wharton School and School of Arts and Sciences, and holds an MBA (with Honors) from the Booth School of Business, University of Chicago. He is also a Chartered Financial Analyst (CFA) charterholder. Kah Teck was also awarded the prestigious ASEAN scholarship to pursue pre-university studies in Singapore.

His teaching and research interests are in corporate finance, derivatives, securities valuation, financial risk management, financial modelling and financial analysis.

### What our past participants say about Kah Teck's training delivery:

- Kah Teck is very enthusiastic and knowledgeable and able to **facilitate lively interaction** among participants. Great job!
- Use of **case studies involving actual companies** and **computer simulations** make the topic come alive and also show how financial analysis can be used to make decisions. Keep it up!
- As a non-finance professional, I now have better grasp of financial terms and the numbers that matter, allowing me to **communicate more effectively** with my colleagues in the finance department
- Finally, a financial analysis course that **focuses on practical analysis and critical thinking** rather than theory and accounting standards

## Registration Form

### Financial Analysis : A Critical Approach (for Non-Finance Managers)

on 7-8 October 2019, Perdana Room, Royal Lake Club, Kuala Lumpur

09:00 – 05:30

Registration commences at 08:30

Fee: RM3,200 (RM3,000.00 by 6 September 2019)

**Name** : \_\_\_\_\_

**Designation** : \_\_\_\_\_

**Company** : \_\_\_\_\_

**Contact Tel. No.** : \_\_\_\_\_

**Fax No.** : \_\_\_\_\_

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

**Training Dept.** : \_\_\_\_\_

**Name:** : \_\_\_\_\_

**Contact Tel. No.** : \_\_\_\_\_

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

### Payment Details

**BY CHEQUE** Cheques should be made payable to “FMTCS Sdn Bhd”. Please indicate the following details at the back of your cheque.

- Your Full Name as per registration detail
- Contact Number & Email Address

**BY TELEGRAPHIC TRANSFER**

- Participants will bear all bank telegraphic transfer charges.
- Once we receive your registration form, we will provide you with an invoice and bank-in details.

### Cancellation and refund policy

Cancellations are allowed up to 15 working days before the date of the program.

Cancellation made with less than 15 working days will not receive a refund but may nominate a substitute.

### Enquiries

Please contact +6 016 633 2883 or email us at [fmtcs.sb@gmail.com](mailto:fmtcs.sb@gmail.com)

### Disclaimer

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Fee includes tuition, documentation, lunch and refreshments. Participants are responsible for their own flights and accommodation. An invoice will be sent upon receipt of registration form.