FINANCE FOR NON-FINANCE

(Executives & Managers)

25-26 Aug 2025 | 9.00AM - 5.00PM | MEFA Training Center, PJ

Objectives

This training is to equip professionals without a financial background with a clear understanding of key financial principles, statements, and metrics. This training aims to enhance their ability to interpret financial data, contribute to budgeting and forecasting processes, make informed business decisions, and effectively communicate with finance teams. By demystifying financial concepts such as profit and loss, balance sheets, cash flow, and ROI, the program empowers participants to align their departmental goals with the organization's financial objectives, ultimately driving better performance and accountability..

Who Should Attend

- Managers & Executives with NO formal financial training
- Managers & Executives seeking to improve counting knowledge
- Financial management to become more effective in their workplace

Learning Outcomes

- U/stand key financial accounting terms
- Coherent of financial reports as per MFRS
- Measure finance performance, managing investment income, expenses & ROI
- Understand core concepts for financing your business
- Undertake prudent financial planning, effective budgeting and negotiations
- Evaluate financial investment proposals.

RM 1,900*

(Price Inclusive of 8% SST)

*Course fee claimable under HRDC.

Course Registration

https://forms.office.com/r/WDfGC1QPsq

Scan QR :

adminmefa@mef.org.my
03-7498 7242 / 016 - 254 1844

Course Structure

TIME	TOPIC	SUB-TOPIC
		DAY 1
8.45 - 9.00 am		Online Registration and Program Opening
9.00 - 12.50 pm	Module 1- Introduction To Financial Accounting	• Introduction to basic financial accounting concepts • Key financial accounting concepts, terms and its application • Making sense of essential financial reports • The basic accounting model and understanding
	Module 2 -The Business Financing & ROI	• Identifying sources of business funds • Ensuring adequate financing for operations • Acquiring strategic fixed assets • Managing working capital • Determining ROI on Investment
12.50 - 1.50 pm		Lunch
1.50 - 2.00 pm		Re-registration
2.00 - 5.00 pm	Module 3- Capital Budgeting & Investment ProjectAppraisal	• Concept Time Value of Money • Evaluating investment proposals: assessing value and growing your business • Making the right capital investment decisions - Payback period, NPV & IRR • Discounted cash flow analysis method used in financial decision-making in capital budgeting * Group Discussion on Investment Project Appraisal

TIME	TOPIC	SUB-TOPIC
		DAY 2
8.50 - 9.00 am		Re-registration
9.00 am - 12.50 pm	Module 4- MeasuringCorporate Financial Performance & Analyzing Financial Reporting As Per MFRS	• Introduction: measuring financial performance • Measuring financial performance: a deeper look • Ratio analysis and its significance • Identifying which measures suit your organization • Analyzing Financial Reports
12.50 - 1.50 pm		Lunch
1.50 - 2.00 pm		Re-registration
2.00 - 5.00 pm	Module 5- Financial Planning, Effective Collection and Budgeting	• How to anticipate and avoid pitfalls in planning and budgeting • Planning and implementing effective financial budgets • Sound Collection Strategy for Receivables • Financial budgets as a performance measure and monitoring budgetary tool & effective negotiations * Group Case Study - Financial Ratios Analysis of a Public Listed Company (PLC)
	Wrap-Up and Q &A Session	Review of key concepts and takeaways Open floor for questions and discussions End

Trainer Profile

Dr. Devaraju Joseph holds a Doctorate in Business Administration (Finance) from WMU (US), an MBA in Applied Finance and investment from UKM, and a B.Soc.Sc. (Hons) in Economics from USM. Additionally, he is certified by the Institute of Internal Auditors (IIA, USA) and holds designations such as CMIIA, MIMM, MMIM, ERMA (UK), and PARIMA (S'pore). With over 25 years of experience in banking and insurance, his impressive credentials include a Doctorate in Business Administration and certifications from esteemed institutions like the Institute of Internal Auditors, USA.

Dr. Devaraju also held a position of Vice –President (Risk Management) at The Malaysian Insurance Institute and Chief Editor – KIT Magazine at the Institute of Internal Auditors Malaysia. He has conducted programs for foreign executives and senior government officials from various countries, focusing on areas such as risk management, credit control, internal audit, and financial reporting. In addition to training, he is actively involved in research, particularly in global enterprise risk management and corporate governance. Currently, he is an Independent Financial & Audit Director (Special Projects) with Sigma Info Analytics Data involved in Digitalization Project Management & Data Analytics.

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