



BUSINESS FINANCE FOR ENTREPRENEURS AND NEW BUSINESS STARTUPS

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### **COURSE INTRODUCTION**

Finance is one of the key ingredients for successful startups. As an entrepreneur, do you have adequate knowledge of finance? Have you been at a situation where you stand at the edge of great opportunities but face the dilemma in seizing them due to a lack of business savviness and risk management capabilities?

Entrepreneurs need to have business acumen which is an integration of the knowledge and understanding of financial with operational, marketing, human resource and other functions of an enterprise. It is crucial for them to have the ability to understand financial reports; as well as to be agile, cost-conscious and team-orientated in order to help their enterprise to progress smoothly and ensure long-term growth and success.

Entrepreneurs can be far more effective at growing their start-ups or businesses by having a better understanding of the basics of finance and accounting. With this in mind, this course is designed in a manner that entrepreneurs and would-be-entrepreneurs with little financial training will find it enjoyable to learn and easy to understand.

### **COURSE OBJECTIVES**

This is a practical course aimed at teaching basic financial knowledge to entrepreneurs or would-be entrepreneurs, who did not major in finance. Participants will learn to read and understand financial statements such as balance sheets, income statements and cash flow statements. Trainer will engage participants in preparing simple financial planning and forecast. Participants will benefit from the direct application of the knowledge gained into running their real business/ startups. At the end of the course, it is hoped that the entrepreneurs and would-be-entrepreneurs will be able to carry out their financial stewardship responsibilities and speak the "language of finance" with confidence.

#### **COURSE CONTENTS**

- Apply financial management knowledge for business, work and personal life.
- Get an insight into the basic accounting principles.
- Clearly distinguish between cash, profit, assets, liabilities, equity and taxation.
- How to measure company performance and business health vitality?
- Use financial planning tools to set annual business targets.
- Prepare financial forecasts with short and medium-term plans.
- Discover financial analytics for measuring results to improve profitability, business value and cash flow.

### **LEARNING OUTCOME**

By attending this course, participants will be able to:

- Categorize commercial documents and be better organized for annual accounts preparation.
- Recognize the key financial statements and their role in business decision making.
- Establish framework to ensure timely and accurate financial reporting.
- Review and grasp global economic and financial trends and its impact to business.
- Identify internal warning signals and be better prepared for financial challenges.
- Find resources and networks for self-leadership, business intelligence and financial assistance.
- Build up the confidence to work with financial professionals.

#### WHO SHOULD ATTEND

Entrepreneurs, owners/ partners of new business start-up, business owners, go-getters in life and anyone who is keen to learn about managing the financial aspect of their business.

### **METHODOLOGY**

Trainer will use a combination of interactive discourse and problem solving through case studies, quiz, games, print and digital media as well as self-assessment and presentations where necessary to test and entrench the knowledge of participants. Participants will learn to apply the principles to scenarios provided besides having the opportunity to discuss business dilemmas.

### **ABOUT THE TRAINER**

Yoga Thevan is a much sought-after financial trainer as he has actively trained directors and company secretaries on financial management. He also designs and delivers highly interactive finance programs for MEF, MIA, SME Corporation as well as multinational companies. He has trained over 6,000 directors, business owners and managers in class sizes of 20-30 persons over the past 10 years. He has an MBA with 30 years of finance, business, NGO administration as well as training and facilitation experience. He is a Certified Facilitator for Business Today Simulation International. Yoga was the President of Malaysian Association of Professional Speakers in 2008 and remains as Advisor for CanSurvive Centre Malaysia (Cancer Charity) since 2010. For his indomitable community effort, he was bestowed the Social Harmony Award at the International Conference for Peace and Universal Harmony in Goa, India in 2018.

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### **ADMINISTRATIVE DETAILS**

Date	31 May 2022
Platform	Virtual platform
Time	9.00 am - 5.00 pm
Training Methodology	As above.
Fee	RM500.00 - Standard RM400.00 - Licensed Secretary.  Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Assoc.  & Advocates Assoc. of Sarawak.
SSM CPE Points	8 points

# **HOW TO REGISTER?**

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Strictly via online registration at https://e-comtrac.ssm.com.my

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### **NEW USER (First Time Login)**

- Click on SIGN UP
- Key in REGISTRATION INFORMATION
- Click on REGISTER
- Key in USERNAME and PASSWORD

### **EXISTING USER of SSM EzBiz**

- Key in USERNAME and PASSWORD
- Click on SIGN IN

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- Select event code: XXX/22/CEP/WEB
- · Check on Available Seat
- Click on Add Participant
- Key in participant's information
- Click on Submit
- Check participant's details
- Click on Submit Payment

Note: Please submit your application within 15 minutes. Otherwise the system will automatically cancel your transaction and you will lose your seat(s). Please re-apply if you wish to proceed.

Full payment shall be made at the point of registration.

# **TERMS & CONDITIONS**

## for Registration of Training Programmes under COMTRAC

All registrations MUST be applied through e-COMTRAC. Upon submitting the registration application, you are deemed to have read and accepted the terms and conditions.

A participant is allowed to attend ONE programme per day to be eligible for certificate of attendance. Request for refund will not be entertained if you have registered for more than one programme per day.

No walk-in is accepted and no admission to the training programme without the confirmation slip for classroom training.

#### **Webingr Access Link**

A notification e-mail with the webinar access link will be sent at least 1 day before the commencement of the webinar. The access link is unique for registered participants and should not be forwarded or shared with others.

### **Certificate of Attendance**

Participant will be issued a Certificate of Attendance upon full attendance of the programme and payment is received. SSM will charge an administrative fee of RM30.00 per copy for any replacement of certificate due to errors in name or identification card number wrongly filled by participant / representative during registration or loss of certificate, etc.

## **Cancellation / Absent**

No refund application is entertained if participant decides to cancel his registration or fails to attend a programme. Replacement of registered participant is not allowed.

### **Transfer**

Transfer of registration fee to another programme is not allowed.

### **Personal Data Protection Notice**

Your personal data and other information provided in this application and including any additional information you may subsequently provide, may be used and processed by COMTRAC/SSM as a reference in future to communicate with you on our training programmes/events. In line with the Personal Data Protection Act 2010, we wish to obtain your agreement and consent for using your personal data. If you do not consent to the processing and disclosure of your personal data, you should send an e-mail to us at comtrac@ssm.com.my.

### Copyrights

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### Human Resources Development Corporation

Suruhanjaya Syarikat Malaysia is registered as a training provider with HRD Corp under GOV1000117857. This training is claimable under SBL Scheme (employer needs to apply for grant at least one day before the commencement of training).

### **Disclaimer**

SSM reserves the right to cancel the programme, change date(s), venue(s), speaker(s) or any other changes due to any unforeseen circumstances that may arise without prior notice to participants. SSM also reserves the right to make alternative arrangements without prior notice. SSM accepts no responsibility for death, illness, injury, loss or damage of any property belonging to, or financial loss by any persons attending the programme, whatever the cause. SSM shall not be responsible for any costs, damages or losses incurred by participants dues to the changes and / or cancellation. SSM is not responsible for the integrity of participants' computer or device, your internet signal bandwidth, or any other consideration outside of the control of SSM.

SSM shall not be responsible for any problems or technical malfunction, including, without limitation, the acts, omissions, problems or malfunctions of any telephone network or lines, computer online systems, servers, computer equipment, software, failure of e-mail, traffic congestion on the internet or at any web or combination thereof.

All information contained in the brochure is correct and accurate at the time of publication.

# COMPANIES COMMISSION OF MALAYSIA TRAINING ACADEMY & KNOWLEDGE MANAGEMENT DIVISION

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