

2022

SSM Webinar



CASHFLOW MATTERS IN YOUR BUSINESS

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COURSE INTRODUCTION

In a perfect world, businesses would have a cash inflow occurring each time there is cash outflow. However, in the REAL WORLD, it is not often the case. Instead, cash outflows and inflows occur at different times. More often than not, there is delay between cash inflows and cash outflows and therefore leaving the business short of money. As cash is the life-blood of a company, a strong balance sheet and a healthy cash flow plays an important part in enabling the company to not only survive, but thrive into the future.

COURSE OBJECTIVES

Businesses fail the day their cash reserves dry up. Hence in time of uncertainty, cash management has to be the priority concern of top management – one that stretches all the way to the CEO's desk. This course gives a broad overview towards obtaining greater visibility and control of cash flows across the business. It is critical that management understands how cash flows through the enterprise, where it gets stuck, and why; and what can be done about it. Participants will be challenged to step up to identify and necessitate the strategic changes in order to put the business back on track with a healthy cash-flow.

COURSE CONTENTS

- Capital structure, dividend policy, long-term asset and liability management for a healthy cash flow.
- Relevant ratios designed for cash-flow in working capital management.
- Long term project investments appraisal using discounted cashflow principles (DCF).

LEARNING OUTCOME

By attending this course, participants will be able to:

- Compute and manage your business cash-flow cycle.
- Plan a budgetary control system to optimize cash utilization in sustaining and expanding operations.
- Use relevant ratios for effective working capital management.
- Manage the company's assets and liabilities effectively for optimum cash-flow.
- Discover the five distinct stages in the capital budgeting process.

METHODOLOGY

The methodology for this course consists using a combination of interactive discourse and problem solving through case studies, quizzes, games, prints and digital media. There will be group discussions, self-assessments, and presentations, where necessary, to test and reinforce knowledge. Participants will learn to apply the principles to scenarios and discuss dilemmas faced at their workplace.

ABOUT THE TRAINER

S. YOGA THEVAN has 30 years of finance, business and facilitation experience and works with teams to improve financial literacy and business acumen.

- Actively trains directors and company secretaries on financial management and has designed and delivered Finance Programs for MIA and SME Corp to over 6,000 directors, business owners and managers in class sizes of 20-30 persons over a 10-year period.
- On behalf of CIMA and the Accountant General's Office Malaysia, he conducted awareness programs on accrual accounting at 9 Ministries of the Federal Government (2012-2013).
- He is a certified facilitator for Business Today Simulation International.
- In 2018, Yoga was bestowed the Social Harmony Award for his persistent efforts towards a holistic approach for cancer (International Conference for Peace and Universal Harmony, Goa, India).

WHO SHOULD ATTEND

Pre-requisite: This course is for those who are familiar with financial statements.

This course is tailored for the middle-to-senior level non-financial decision-makers who want to attain a greater functional understanding of finance and financial statements. It is highly suitable for business owners, managers, executives and mid-career professionals who need to enhance their understanding and ability to analyze published financial statements. Those with accounting qualifications may also attend this course to enhance their analytical skills.

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ADMINISTRATIVE DETAILS

Date	15 February 2022
	09 August 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?

1

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

2

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

3

- 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.*

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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.

Webinar 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

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Human Resources Development Corporation

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COMPANIES COMMISSION OF MALAYSIA TRAINING ACADEMY & KNOWLEDGE MANAGEMENT DIVISION



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