



KEMENTERIAN PERDAGANGAN DALAM NEGERI  
DAN KOS SARA HIDUP



SURUHANJAYA SYARIKAT MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA

20  
23

SSM TRAINING

# CASHFLOW MATTERS IN YOUR BUSINESS

## 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 sometimes leaving the business short of money when many payments have been made but the customer is imperfect. As cash is the **LIFE=BLOOD** of a company, a healthy cash flow and a strong base of other assets plays an important part in enabling the company to not only survive, but thrive into the future.

# CASHFLOW MATTERS IN YOUR BUSINESS

## COURSE OBJECTIVES

Businesses fail the day their cash reserves dry up. Hence in times 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

- Top Level Policies: **Capital Structure, Dividend Policy, Long-Term Asset and Liability Management** for healthy cash flow.
- Short Term Cash Flows: **Ratios** designed for **Working Capital Management**.
- Cash Flow for the Long Term: **Capex & Project Investment** appraisals using **Discounted Cashflow Techniques** (DCF) .

## LEARNING OUTCOME

By attending this course, participants will be able to:

- Tackle **cash flow planning & budgeting** to optimize cash utilization in sustaining and growing operations.
- Compute and manage the business' **cash conversion cycle**.
- Use **relevant ratios** for effective **working capital management**.
- Manage the company's **assets and liabilities** effectively for **optimum cash-flow**.
- Discover the **5** distinct and interrelated steps in the **capital budgeting process**.

## WHO SHOULD ATTEND

This course is tailored for the middle-to-senior level non-financial decision-makers who want to attain a greater functional understanding of finance role; specifically, cash flow management. 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 for self-development and enhancement of their analytical skills.

**Note:** This course is preferable for those who are familiar with financial statements as not much explanations will be made about the Profit & Loss Statements and its inherent intricacies.

## 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)
- 2022 Organizing Chair for the 1st CanSurvive Global Symposium (Online Webinar) titled Cancer Chronicles - My Personal Journey featuring 6 Local and International Speakers

# CASHFLOW MATTERS IN YOUR BUSINESS



Online

## ADMINISTRATIVE DETAILS

<b>Date</b>	31 January 2023	
<b>Platform</b>	Virtual platform	
<b>Time</b>	9.00 am - 5.00 pm	
<b>Training Methodology</b>	As above.	
<b>Fee</b>	RM500.00	Standard
	RM400.00	Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Society & Advocates Assoc. of Sarawak.
<b>SSM CPE Points</b>	8 points	

## HOW TO REGISTER?

STEP  
1

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

STEP  
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**

STEP  
3

- Select training
- 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.

# CASHFLOW MATTERS IN YOUR BUSINESS

## TERMS & CONDITIONS FOR REGISTRATION OF TRAINING PROGRAMMES UNDER COMTRAC

### Payment Mode

- All training programmes registrations MUST be applied through e-COMTRAC. Upon submitting the registration application, participant is deemed to have read and accepted the terms and conditions herein.
- Payment by cash and cheque is not acceptable effective from January 2021.

### Webinar Access Link

- A notification e-mail with the webinar access link will be sent at least 24 hours 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.
- 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.
- 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 will be given for participant who failed to attend the programme.
- Replacing registered participant is not allowed.

### Transfer

Transfer of registration fee to another training 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](mailto:comtrac@ssm.com.my).

### 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).

### Copyrights

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### Disclaimer

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

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## COMPANIES COMMISSION OF MALAYSIA TRAINING ACADEMY & KNOWLEDGE MANAGEMENT DIVISION

### Companies Commission of Malaysia

Level 12, Menara SSM@Sentral  
No.7, Jalan Stesen Sentral  
50623 Kuala Lumpur.

Tel : +603 2299 4906/ 4440/ 5308/ 4441  
Email : [comtrac@ssm.com.my](mailto:comtrac@ssm.com.my)  
Website : [www.ssm.com.my](http://www.ssm.com.my)