



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; hence sometimes leaving the business short of money when many payments have been made. As the customer is imperfect, and cash is the LIFE-BLOOD of a company, a strong base of other assets plays an important part in enabling the company to not just survive, but grow, thrive and sustain a healthy cash flow.

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COURSE OBJECTIVES



Businesses fail the day their cash reserves dry up. Hence, in times of downtrends and 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 the flow of cash through the enterprise, where it gets stuck, and why; and what can be done about it. Participants are encouraged to step-up, and identify their cash conversion cycle; creating the strategic changes in order to put the business back on track with healthy cash flow.

COURSE CONTENTS



- Top level policies: Capital structure, financing policy, dividend policy, long-term asset and liability management, as well as credit terms, debt and risk management for a healthy cash flow.
- Short term cash flow management: Liquidity, solvency and efficiency ratios to better manage working capital.
- Long term cash flow management: Project investments & capital budgeting using DCF (Discounted Cash Flow Techniques).

LEARNING OUTCOMES

By attending this course, participants will be able to:



- Get to grips with cash flow planning & budgeting in sustaining and growing operations.
- Manage the company's assets and liabilities effectively to optimize cash flow.
- Use relevant ratios for effective working capital management.
- Understand the business' cash conversion cycle to improve efficiencies.
- Reconcile profit to cash and analyse reasons for cash flow shortfalls.
- Discover the capital budgeting process and calculate the WACC (Weighted Average Cost of Capital).

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WHO SHOULD ATTEND

This course is tailor-made for the middle-to-senior level decision-makers who want to attain a greater functional understanding of the treasurers' 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 manage cash flow and 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 explanation will be made about the profit & loss statements and its inherent intricacies.

ABOUT THE TRAINERS

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 in 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 CIMA and the Accountant General's Office Malaysia, he conducted awareness programme on accrual accounting at 9 Ministries of the Federal Government (2012 – 2013).
- He is a certified facilitator for Business Today Simulation International.

METHODOLOGY

The methodology for this course consists using a combination of interactive discourse and problem solving through case studies, quizzes, games, print 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.

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ADMINISTRATIVE DETAILS

Date	22 April 2025
Platform	Virtual platform
Time	9.00 am – 5.00 pm
Training Methodology	As above
	RM500.00 Standard
Fee	RM400.00 Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Society & Advocates Assoc. of Sarawak.
SSM CPE Points	8 points

HOW TO REGISTER?

STEP 01

Strictly via online registration at www.ssm4u.com.my/ecomtrac

STEP 02

NEW USER (First Time Login)

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

EXISTING USER

- Key in **USERNAME** and **PASSWORD**
- Click on **SIGN IN**

STEP 03

- 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.

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TERMS & CONDITIONS FOR REGISTRATION OF TRAINING PROGRAMMES UNDER COMTRAC

PROGRAMME FEE

- Fee is payable to SURUHANJAYA SYARIKAT MALAYSIA.
- Admittance to training programme shall be granted only upon registration and full payment is received.

PAYMENT MODE

- Registrations and payment for training programmes MUST be made through online at e-COMTRAC (<https://e-comtrac.ssm.com.my>). Upon submitting the registration application, participants are deemed to have read and accepted the terms and conditions herein.
- Payment by cash and cheque is not acceptable effective from January 2021.

CLASSROOM TRAINING

- For classroom-based training, a confirmation e-mail will be sent to participants at least 1 working day prior to the programme.
- Participants are required to present Malaysia's identification card (MyKAD/NRIC) and foreign participants are required to present passport at the registration counter for verification and admission to training programme.
- Admittance may be denied upon failure to present identification card / passport.

WEBINAR ACCESS LINK

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

CERTIFICATE OF ATTENDANCE

- Upon full attendance of the programme and payment is received, participants will be issued an e-Certificate of Attendance. For this purpose, it is imperative to fill in the email address correctly.
- Participants can download the e-Certificate of Attendance from e-COMTRAC platform in three (3) working days after the programme. Please take note that the certificate is available for download up to 30 days from the conclusion of the programme. An administrative fee of RM30.00 per copy is chargeable for downloading the certificate after the 30th day and 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 to participants 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.

HUMAN RESOURCES DEVELOPMENT CORPORATION

SSM is registered as a training provider with HRD Corp under GOV1000117857. All trainings are claimable under SBL Scheme subject to HRD Corp approval. Participant's employer needs to apply for grant at least one day before the commencement of training.

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EXCLUSION OF LIABILITY

The speaker(s) or trainer(s) is independent and shall not represent SSM, act as its agent or otherwise represent that their personal views are endorsed by SSM. The assessments and views expressed during the programme are entirely the speakers'/trainers' own. SSM shall not be liable for whatever circumstances arising from any engagement between the speaker(s) or trainer(s) and the participant(s).

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 due 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.


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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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