

# BUSINESS ACUMEN FOR YOUNG PROFESSIONALS

**KUALA LUMPUR 18 NOVEMBER 2019**

## INTRODUCTION

Business acumen underpins knowledge, sound decision-making capabilities and having the confidence to lead your organisation or department.

Additionally, business acumen has emerged as a vehicle for improving financial performance and leadership development. It is an understanding of how to be profitable and how to translate vision into a positive bottom line.

This workshop covers the business acumen that a professional needs to know.

## LEARNING OUTCOMES

- Learn the fundamental elements of business acumen.

## WHO SHOULD ATTEND

Financial controllers, corporate financial advisors, accountants, finance manager, account managers, valuers, reporting accountants.

## SPEAKER'S PROFILE

### MR T SEELAN

Seelan specialises in designing and setting up accounting, internal control, and operational systems. He also performs operational audits and acts as a consultant for a number of groups on financial issues.

He is a certified accountants with working experience in public accounting firms, a leading hotel in Langkawi and an established manufacturing organisation. He was also attached to a large tax firm for three years. Seelan is actively involved in the development and implementation of financial and management training programmes for various organisations. He has trained accountants and financial advisors in Vietnam, Brunei and Uganda. These programmes have produced excellent feedback.

### EARLY BIRD SPECIAL

Enjoy **10%** savings when you register online at least **one** month before the workshop date.

## EVENT DETAILS

Monday 18 November  
2019

TIME  
9.00am – 5.00pm

VENUE  
CPA Australia  
Seminar Room  
Suite 10.01, Level 10  
The Gardens South Tower  
Mid Valley City  
Lingkaran Syed Putra  
59200 Kuala Lumpur

FEE (inclusive of 6%  
Service Tax, lunch and  
tea-breaks)  
Member: RM349.80  
REP/Member staff:  
RM455.80  
Non-member: RM583.00



Based on the merit  
of each applicant

LEVEL  
**COMPETENT**

CLAIM UP TO  
**8 CPD HOURS**



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## KEY TOPICS COVERED

### Business language

- Explore business and management terms
- Critical financial terminology everyone should know and understand
- Comprehensive A-Z listing of business and management terms

### The fundamental elements of business acumen

- Cash management
- Growth
- Profitability
- Velocity and process through which you can turn inventory or capital
- Creating growth
- Why customers buy from some businesses and not from others

### Strategy

- The importance and benefits of strategic management
- Elements of the strategic planning process
- Why strategic planning fails

### Environmental analysis

- SWOT analysis
- How to do a SWOT analysis on your business
- Translating SWOT issues into actions
- PESTLE

### Plans for profits

- How to measure whether your strategy is effective
- Balanced scorecard approach
- Key performance indicators
- Michael Porter's five forces analysis

### The financial statements

- The main financial statements
- How are financial statements linked?
- Interpreting key components of each of the financial statements

### The income statement

- Understand various costing concepts
- Capital vs. revenue expenditure
- Principles of accrual and prepayments
- Profit and loss statement and understanding the statement
- Group work case study

### Short term decision making

- Cost volume profit analysis
- Case study

### The cash flow statement

- Analysing and understanding the statement
- Case study

### The statement of financial position

- Understanding the statement of financial position
- The indicators to show if company is healthy or not
- Case study

### Blue ocean strategy

- Basic understanding of this strategy
- How to help a business to move forward and be competitive

# REGISTRATION FORM

Save 10% on workshops when you register online at [cpaaustralia.com.au/malaysiatraining](http://cpaaustralia.com.au/malaysiatraining). You can also return completed form to CPA Australia.

✉ CPA Australia (M) Sdn Bhd (291307-P), Suite 10.01, Level 10, The Gardens South Tower,  
Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur

☎ +603 2267 3388 📠 +603 2287 3030 @ [cpd.malaysia@cpaaustralia.com.au](mailto:cpd.malaysia@cpaaustralia.com.au)

## 1 PARTICIPANT DETAILS

<b>PARTICIPANT 1</b>		Attending as	<input type="checkbox"/> Member	<input type="checkbox"/> REP / Member staff	<input type="checkbox"/> Non-member
Full name as per I/C	(Dato' / Datin / Dr / Mr / Mrs / Ms)	CPA Australia Member ID			
Position		Email*			
Mobile		Special dietary requirements (if any)			
<b>PARTICIPANT 2</b>		Attending as	<input type="checkbox"/> Member	<input type="checkbox"/> REP / Member staff	<input type="checkbox"/> Non-member
Full name as per I/C	(Dato' / Datin / Dr / Mr / Mrs / Ms)	CPA Australia Member ID			
Position		Email*			
Mobile		Special dietary requirements (if any)			
<b>PARTICIPANT 3</b>		Attending as	<input type="checkbox"/> Member	<input type="checkbox"/> REP / Member staff	<input type="checkbox"/> Non-member
Full name as per I/C	(Dato' / Datin / Dr / Mr / Mrs / Ms)	CPA Australia Member ID			
Position		Email*			
Mobile		Special dietary requirements (if any)			

REP refers to CPA Australia's Recognised Employer Partners. View our partners at [cpaaustralia.com.au/rep](http://cpaaustralia.com.au/rep)

Member staff refers to staff from a CPA member's firm or organisation.

\*Workshop confirmation will be sent to the stated email address.

## 2 CONTACT AND BILLING INFORMATION

Contact Person		Billing Address			
Phone					
Email					
Company Billing Name		State	Postcode		
Business Registration no.		Industry			

## 3 WORKSHOP AND PAYMENT DETAILS

NO.	WORKSHOP TITLE	DATE	LOCATION	PRICE	QTY	FEE (RM)
1						
2						
3						
<b>TOTAL</b>						RM

## 4 MAKE A PAYMENT

Do you want the electronic tax invoice/receipt to be under the company's name?  Yes  No

Payment method  Credit card: Visit [cpaaustralia.com.au/malaysiatraining](http://cpaaustralia.com.au/malaysiatraining) to register and pay with your credit card with MYR.

Cheque: Make payable to 'CPA Australia (M) Sdn Bhd' Cheque number

Please indicate registrants full name, membership number and contact number on the back of the cheque.

For other methods of payment, call **+603 2267 3388**

Terms and conditions: 1. CPA Australia Ltd (CPA Australia) reserves the right to alter the program/s or presenter/s without further notice, however the event/s is/are intended to run as advertised. 2. CPA Australia reserves the right to cancel the event/s due to insufficient numbers. Registrants will be notified and refunded in full should this occur. 3. Registrations for events are on a first-come-first-served basis. 4. Registrations for events must be accompanied by full payment. 5. Cancellations or transfers must be advised in writing and received by CPA Australia at least 5 working days prior to the event. Registrants will otherwise be liable for payment, including in the event of non-attendance. Transfers are subject to the applicable registration rate and additional payment may be required. 6. Credit transferred must be utilised within the same year from the date of transfer. 7. Registrants who travel to attend the events are required to obtain the workshop confirmation from CPA Australia before the travel arrangement (i.e. flight, bus, hotel etc.) are confirmed. For the full T&Cs, visit [cpaaustralia.com.au/utilities/terms/event-terms](http://cpaaustralia.com.au/utilities/terms/event-terms)

By signing where indicated below, I agree that I have read, understand and accept the Terms and Conditions above and the Privacy Statement which can be found at CPA Australia's Privacy Policy [cpaaustralia.com.au/utilities/privacy/privacy-policy](http://cpaaustralia.com.au/utilities/privacy/privacy-policy).

Signature  / /