

DATA ANALYTICS FOR ACCOUNTANTS SERIES

KUALA LUMPUR | 2020

INTRODUCTION

This series of workshops focuses on the development of fundamental principles of analysis and analytics in accountants. These workshops are designed to upskill accountants by enabling them to make sense of data within the organisation and the causal relationships within the data. Be better equipped to extract and utilise data. You'll learn to effectively visualise and communicate your findings, to assist in data-driven decision making. Participants are not required to have prior knowledge of coding and / or analytics software. You are required to bring along laptop with Microsoft Excel (2013 upwards) for a hands-on experience. These workshops are designed as stand-alone modules and can be attended in any sequence.

WHO SHOULD ATTEND

Accountants who want to learn about data analytics and its application to business

PRESENTER

Dr. Grace Mui

LEARNING OUTCOMES

- Interpret an organisation's financial statement data.
- Identify an organisation's competitive advantage from the ratio analysis of financial statement data.
- Be aware of how non-financial performance measures impact on financial performance.
- Assess the effectiveness of non-financial performance measures.
- Identify key non-financial performance measures that impact on financial performance.
- Rank diverse non-financial performance measures.
- Identify and explain causal relationships between non-financial performance measures and financial performance.
- Identify suitable performance targets in the context of the organisation's strategy.

All our workshops are available via in-house training.

EARLY BIRD SPECIAL

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

EVENT DETAILS

TIME

9.00am – 5.00pm

VENUE

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



LEVEL

COMPETENT

CLAIM UP TO
24 CPD HOURS



DATA ANALYTICS FOR ACCOUNTANTS SERIES

WORKSHOP 1: ENHANCING FINANCIAL PERFORMANCE USING DATA ANALYTICS

WEDNESDAY, 17 JUNE 2020
8 CPD HOURS

This workshop applies a data analytics approach to both financial and non-financial data to assess drivers of financial performance and predict future financial scenarios. This means that data is first utilised to assess the organisation's current position before predictive analysis is applied to forecast future financial scenarios. The science of predicting future financial performance requires accountants to identify the organisation's competitive advantage from financial statement data and assess non-financial performance measures that impact on an organisation's financial success.

FEE (INCLUSIVE OF 6% SERVICE TAX, LUNCH AND TEA BREAKS)

Member: RM477.00
REP/Member staff: RM583.00
Non-member: RM710.20

WORKSHOP 2: MAKING SENSE OF ORGANISATIONAL DATABASES

MONDAY, 24 AUGUST 2020
8 CPD HOURS

This workshop applies a data analytics approach to investigate relationships within organisational databases that can contribute to improved decision making. Data from various databases will be analysed to identify causal (i.e. cause-and effect) relationships. Analysing and interpreting these relationships will provide an assessment of the organisation's current position. Insight into the causal relationships that define the organisation's strengths and challenges equips accountants with valuable information that contributes to data-driven decision making for an organisation's success.

FEE (INCLUSIVE OF 6% SERVICE TAX, LUNCH AND TEA BREAKS)

Member: RM477.00
REP/Member staff: RM583.00
Non-member: RM710.20

WORKSHOP 3: EFFECTIVE DATA VISUALISATION TO GET THE RIGHT MESSAGE ACROSS

WEDNESDAY, 21 OCTOBER 2020
8 CPD HOURS

This workshop is designed to equip accountants with the ability to translate their findings and analysis into an effective presentation. Understanding the fundamental principles for effective visualisation and communication assists in evaluating the appropriate visualisations to represent your department's and organisation's data to the intended audience.

FEE (INCLUSIVE OF 6% SERVICE TAX, LUNCH AND TEA BREAKS)

Member: RM477.00

REP/Member staff: RM583.00

Non-member: RM710.20

SPEAKER'S PROFILE

DR. GRACE MUI CPA (Aust.)

Dr. Grace Mui is a HRDF (Malaysian Ministry of Human Resources) certified trainer, chartered accountant (CPA Australia, ASEAN CPA and CA(M)), and certified internal auditor. In 2010, she was awarded a Doctor of Philosophy (Accounting) from the University of Queensland, Australia for her thesis titled 'Auditor expert performance in fraud detection: The case of internal auditors'. Grace is an active researcher who utilises multiple qualitative and quantitative research methods for her research projects. She has received several research grants. Her research has been presented at international conferences and published in international academic and practitioner journals.

In the last two decades, Grace has been involved in several process management design and implementation projects that have successfully made improvements for various organisations within the region. In order to bridge the gap between research and practice, Grace incorporates current and well-established research into training courses that she designs and facilitates.

She has taught in Malaysia, Australia, and China at undergraduate (faculty of business and the faculty of information technology), postgraduate, and professional levels. Grace continues to conduct training for professional accounting bodies, government, not-for-profit organisations, and private sector organisations in Malaysia and overseas.

REGISTRATION FORM

Save 10% on workshops when you register online at 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

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1 PARTICIPANT DETAILS

PARTICIPANT 1		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)			
PARTICIPANT 2		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)			
PARTICIPANT 3		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

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						
TOTAL						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 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

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.

Signature / /