

DATA ANALYTICS FOR ACCOUNTANTS

KUALA LUMPUR 30 OCTOBER 2019

INTRODUCTION

This workshop explores how both financial and non-financial data can contribute to financial performance. A data analytics approach is utilised 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.

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.

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

EVENT DETAILS

Wednesday 30 October 2019

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

FEE (inclusive of 6% Service Tax, lunch and tea-breaks)
Member: RM477.00
REP/Member staff: RM583.00
Non-member: RM710.20



Based on the merit of each applicant

LEVEL
PROFICIENT

CLAIM UP TO
8 CPD HOURS



KEY TOPICS COVERED

Ratio analysis of financial statement data

- This section explains how ratios can be interpreted in the context of an organisation's strategy to explain its competitive advantage (or weaknesses).

Forecasting future financial performance using financial data

- This section explains how ratio analysis data can be used as a tool to forecast future financial performance.

Effective non-financial performance measures and financial performance

- Forecasting future financial performance is incomplete without considering the non-financial data that affects it. This section links the appropriate and relevant non-financial performance measures to financial performance will produce useful forecasts.

Modelling causal relationships between non-financial performance measures and financial performance

- This section explains the effect of non-financial performance measures on financial performance and how the organisation can make informed decisions based on this knowledge.

Suitable performance targets

- This section explains how to set suitable performance targets for optimal financial performance.

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

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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			
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PARTICIPANT 3		Attending as	<input type="checkbox"/> Member	<input type="checkbox"/> REP / Member staff	<input type="checkbox"/> Non-member
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*Workshop confirmation will be sent to the stated email address.

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Contact Person		Billing Address			
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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

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