



MARKETING  
INSTITUTE OF  
SINGAPORE

# BUSINESS MANAGEMENT

## Understanding & Analysing Financial Statements

### Why You Should Attend This Course:

Information is needed for various types of business decisions, for example, whether it is safe enough to do business with an existing/potential partner or whether your organisation is doing well. Financial statements contain a wealth of information on the performance and health of an organisation. To harness that information, however, you need to have a sound understanding of the basis upon which financial statements are prepared and an ability to interpret the myriad of data correctly.

### Learning Outcome:

- Understand the basis upon which financial statements are prepared.
- Interpret financial statements correctly for different types of business decisions.
- Detect symptoms of potential problems from the financial statements and other relevant parts of the Annual Report of a company.
- Ask the appropriate questions when analysing financial statements.

### Course Outline:

#### Types of financial statements

- Corporate accounts, including consolidated accounts
- Management accounts

#### Understanding basis upon which financial statements are prepared

- Balance sheet / Statement of Financial Position
- Profit & Loss Statement / Income Statement / Income & Expenditure Statement
- Statement of Comprehensive Income
- Statement of Changes in Equity
- Why is accounting profit different from cash flow?

#### Assessing financial performance & health

- Trend analysis
- Profitability (Profit Margins, Return on Assets)
- Efficiency (Asset Turn, Fixed Asset Turn, Inventory Turn, Collection Period)
- Solvency (Financial Gearing, Current Ratio, Interest Cover, Debt Service Cover)

#### Awareness of common investment-related ratios

- Return on Equity
- Impact of financial gearing on Return on Equity
- Dividend Yield & Dividend Payout
- Price-Earnings ratio, Net Asset Value

#### Assessing cash flow

- Importance of operating cash flow
- Interpreting Cash Flow Statement
- Relevance of Free Cash Flow

#### Quick finders in detecting risks

- Key points to look out for in financial statements
- Relevance of other parts of the Annual Report

The actual consolidated financial statements of a commercial public-listed company will be used as a case study. Nevertheless, the skills acquired can be applied to any type of business or set-up, including not-for-profit organisations.

Date:

26–27 Mar 2012  
25–26 Jun 2012

Course Fees:

**S\$780.00**

MIS MEMBER:  
**20% OFF**

For Course Enquiries

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
6327 7586 / 583/ 582

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6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904



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# Understanding & Analysing Financial Statements

## BUSINESS MANAGEMENT

### Who Can Benefit?

Anyone who needs to make business decisions especially those holding management responsibilities. Participants may be in product, project, manufacturing or service businesses, as well as not-for-profit organisations.

### Trainer's Profile:

**Grace Chow** runs a company specialising in customised financial training and business consulting service. She has over 20 years of working experience in public accounting, banking, fund management, and corporate training. She is highly experienced in training participants with no financial background, especially sales & marketing professionals and engineers, and at different levels from top management to executives. Grace has conducted regional financial management & related courses for a wide range of clients in the Asia-Pacific region, and has worked closely with many in developing and assessing business plans which cover strategic marketing to process improvement.

Grace holds a Bachelor of Business degree and is a member of the Institute of Certified Public Accountants of Singapore, CPA Australia and the Malaysian Institute of Accountants.

She is the author of a book titled "Accounting Made Simple – A Layperson's Perspective" and has also contributed a chapter to another book titled "The Essence of Financial Accounting".

Grace's past & present clients include Asia Pacific Breweries, Barnes Group, Bosch, Cable & Wireless, Carrier, Caterpillar, Citibank, Clifford Chance, Dumex, General Electric, Health Science Authority of Singapore, Honeywell, Hulhumale Development Corporation of Maldives, ICI, IE Singapore, Keppel Land, Maersk, Merck/MSD, Mitsubishi, National Semiconductors, Novellus, NTUC Club, OCBC, Osram, Pfizer, Raffles Medical Group, Rhode & Schwarz, Roche, SAFRA, SATS, SCORE, Shearman & Sterling, Shell, Singapore Business Federation, Singapore General Hospital, Singapore Mass Rapid Transit, Singapore National Printers, Singapore Power, ST Aerospace, Telekom Malaysia, WDA, amongst many others.

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# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

### Understanding & Analysing Financial Statements

26–27 Mar 2012    25–26 Jun 2012   (9.00am to 5.00pm)

S\$780 (subject to 7% GST)

Includes lunch & refreshments

**\*Approved for SDF funding**

Please indicate if you wish to apply    Yes    No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

### Administrative Details

#### Registration

##### Register Online @ [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

The fastest and most effective way to register for our courses is via our online registration form.

##### Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

#### Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

#### MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

#### Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

#### Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

#### SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg).
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

#### Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

#### Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

#### Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

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