



Asia Masters Center

Municipalities Financial & Administrative Performance Supervising Systems & Governance



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➔ Course Objective

- Read and understand their organisation's Annual Financial Report
- Evaluate their firm's financial performance
- Understand and use analytical tools and techniques in practical case-study situations
- Use analytical techniques to project future performance
- Make critical judgements of accounting policies when evaluating company performance
- Appreciate the importance of new investments in maintaining growth and competitiveness
- Improve their management skills and increase their value to the organization

➔ Target Audience

- managers
- senior buyers
- project managers, civil engineers
- construction managers
- contractors, sub-contractors
- site engineers, senior management

Course Outline

DAY 1

- **Introduction to Advanced Financial Analysis**
- Who are the users of financial data?
- What types of financial information are available to each user group?
- The published Annual Financial Report (AFR) – what is its purpose?
- The structure and contents of an AFR – comparison of UAE, UK, and US versions
- The non-financial elements of the AFR – how important are these?
- Understanding the three main financial statements: Income Statement, Balance Sheet, Cashflow Statement
- Comparison of different formats for the financial statements
- Identifying the important numbers from the financial statements
- Case study to show how the Income Statement, Balance Sheet, and Cashflow Statement are inter-linked and inter-dependant

DAY 2

- **Understanding and Analysing the AFR**
- Why do we need to analyse the AFR?
- Using common-size analysis to improve comparability
- Calculating trends and growth patterns
- Using Ratio Analysis to assess five key aspects of company performance:
 - Profitability
 - Liquidity
 - Efficiency and Working Capital Management
 - Financing Structure and Risk
 - Investment Performance and Potential

- Case Study on analysis and interpretation of company performance

DAY 3

- **Analytical Tools and How to Analyse the Cash flow Statement**
- Introduction to Excel tools for analysing financial statements
- Setting up spreadsheets for common-sizing and ratio analysis
- Using statistical tools mean, standard deviation, regression analysis
- Using graphical representation
- How to access data and analysis from Bloomberg and Yahoo! Finance
- Why do we need the Cash flow Statement?
- Key ratios we can calculate from the Cash flow Statement
- How to use current cash flow information to forecast future revenues and profits

DAY 4

- **Financing the Business and Valuing the Business**
- Analysing the Balance Sheet to identify debt and equity, short-term and long-term finance
- Measuring the company's capital structure, and estimating the costs of capital:
 - Cost of Equity (K_e), using DVM and CAPM
 - Cost of Debt (K_d)
 - Weighted Average Cost of Capital (K_o)
- Case study on Cost of Capital calculation
- Why do we need to value a business?
- Business valuation models:
 - Net Asset value – balance sheet, replacement cost, or realisable value
 - Price/Earnings ratio value
 - Dividend growth value
 - Present value of future free cash flows

- Case study on valuing a business

DAY 5

➤ **Identifying Creative Accounting and Forecasting Future Failure**

- What is creative accounting?
- Who benefits from creative accounting?
- How does creative accounting work? – some illustrative examples
- Creative accounting scandals – Enron, Worldcom, Parmalat
- The symptoms of financial distress – financial and non-financial factors
- Using ratio analysis to identify financial distress or predict future failure
- Forecasting future failure using ratio combinations – the Altman Z-score model
- Case study on forecasting future failure

➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
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➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

Price (USD)

**Communicate with the training department
to know the participation fees**

➤ **There are offers and discounts for groups**

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