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Certify your competence! Become a qualified CFA by completing this course!

Enhance your effectiveness by improving your understanding of financial information

# Certified Financial Assistant

## By Attending This Course You Will Be Able To:

- **Meet** future challenges in your workplace as a Certified Financial Assistant (CFA)
- **Understand** the accounting process – from transactions to financial information
- **Recognise** the driving force behind financial information
- **Understand** the essential tools for effective accounting
- **Use** cash flows and ratios in decision making
- **Examine** the budgeting process
- **Explore** the strategic reasons for budgeting
- **Apply** the principles learned to real life analysis of major Middle East companies
- **Identify** techniques that can be used to see if companies will survive

8 – 12 June 2008

JW Marriott Hotel, Dubai, UAE

## This course is a must attend for:

Anyone who wants to understand the fundamentals of how the accounting system works and how this can be used for financial analysis including staff who provide information to the finance department and new members of the finance team

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[www.iirme.com/cfa](http://www.iirme.com/cfa)

Dear Financial Assistant,

Do you want to understand the fundamentals of how accounting systems work and how this can be used for financial analysis?

Do you provide information to the finance department and are you in a finance support role?

Do you need to know the bigger picture?

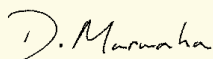
If the answer to any of the above questions is YES, then you must consider attending **Certified Financial Assistant**.

**Certified Financial Assistant** will deliver the insights and knowledge that will help you take a leading role in supporting the finance function in your organisation. The highly interactive course will feature lectures, group training, case study led learning, and round table discussion sessions designed to maximise your impact as a financial assistant.

The American Academy of Financial Management (AAFM) accredits this course. A formal certification will be provided by the AAFM in recognition of successful completion of the course, along with the status as an associate member of the Academy. On satisfactory completion of the course you will be entitled to use the designation CFA on your business cards and resume.

The course director, Geoff and I look forward to welcoming you to **Certified Financial Assistant** in June.

Yours faithfully,



Deep Marwaha  
Senior Conference Manager

*P.S. Early bird and group booking discounts are available! Act now to maximise your savings!*

## By attending this course, the added benefits you will receive include:

- The ability to use the designation CFA™ on your business card and resume
- Two years membership to the AAFM professional body
- Access to the AAFM risk management network and body of information online
- Experience of a leading finance expert from the American Academy of Financial Management
- Membership to the only professional body recognised by the AACSB, the world's leading collection of business schools
- Preferred access to education centres in USA, UK, Europe, Asia, Middle East and Latin America
- Access to the AAFM international journal published online
- Gold embossed CFA™ certificate with your name and designation as a MAAFM (Member of the American Academy of Financial Management)
- Full accreditation fees included in the course fees

## About Your Expert Course Director



**Geoffrey H J Baring** is Chief Executive Officer of the Monash Consulting Group and a board member of AAFM.

Geoffrey has a background in management consulting, initially at London based Urwick, Orr and Partners and subsequently as Director of Human

Resources consulting in the international accounting firm, Arthur Young. He undertook major assignments with many of Australia's largest companies including Shell Australia Limited, CSR Limited, Esso (Australia) Limited, ANZ Banking Group, Westpac Banking Corporation, Brown Coal Liquefaction (Vic) Limited, Callide Coalfields and Australia Post. In 1990, he became the Foundation Director of the Centre for Accounting Research at Monash University, a position that he held for five years and during which time he travelled throughout the Asia Pacific region presenting accounting and financial management programmes.

Geoffrey joined Victoria University in 1992 and was responsible for its overseas programmes in Hong Kong. He developed a number of postgraduate programmes in Hong Kong and these were later marketed in the Peoples Republic of China. In Hong Kong, he pioneered different modes of programme delivery, many of which are now accepted throughout the former colony. Geoffrey has a Bachelors degree from the University of Melbourne and a Masters degree from Monash University. He is a qualified workplace trainer and assessor. He was appointed a Visiting Professor at the China University of Mining and Technology in Xuzhou and has presented programmes at numerous universities throughout China.

He sits on the academic advisory boards of a number of Australian Colleges and is a member of the Educational Committee of the Institute of Certified Management Accountants (ICMA). In addition he is responsible for the quality control of all ICMA courses run in Asia.

### The American Academy of Financial Management



The American Academy of Financial Management™, and its subsidiary the European Institute of Financial Management, is the world's fastest growing professional association with approximately 40,000 members in over 145 countries hosting and organising certification training worldwide and offering exclusive board certification designations to candidates who meet the highest professional standards and assessment criteria. The AAFM was chosen in 2006 by Dubai Financial Market (DFM) to conduct the 7-week professional training component of the Kafa'at Programme for graduates entering the brokerage and trading industry. AAFM also has alliances with the Kuwait Institute of Banking Studies, Dubai Institute of Human Resource Development, Dubai Quality Group, Knowledge Village, and many more. With liaison offices in Dubai, Hong Kong, Kuwait, Singapore, San Francisco, Monterey, New Orleans, Melbourne, Beijing, the Caribbean, India and Europe, AAFM is fast becoming the world's leading professional association for financial practitioners. The AAFM Executive Designation Programmes also provide the assurance that the holder has met the suggested criteria for graduate credentials set out in the Ibanez US Supreme Court Decision, and are recognised on both the NASD and US Department of Labor websites.

**Course Timings:** Registration will be at 08:00 on Day One. All five days will commence at 08:30 and conclude at 14:30 with lunch. There will be two refreshment breaks at 10.30 and 12.30 approximately.

## Day One – Sunday, 8 June 2008

### The Accounting Process – From Transactions To Financial Information

- The accounting records
- Income vs expenditure
- Assets vs liabilities
- The basic interaction between the financial statements
- The world of accounting (brief overview)
- Capital vs revenue and expenditure
- Other terminology and jargon

 **Case Study: Overview of a set of comprehensive Financial Statements**  
An applied review of a set of financial statements which will develop key accounting concepts and balances

### Balance Sheet

- Intangible assets
- Tangible assets
- Current assets
- Prepayments
- Cash
- Provisions
- Accruals
- Liabilities
- Share capital and reserves

### Profit And Loss Account Vs Balance Sheet

- The categorisations within both
- The inter-relationship between the profit and loss and the balance sheet
- Depreciation
- Taxation
- Revenue recognition

 **Case Study: Coles Myer Ltd (CML)**  
Navigating around an annual report

### The Annual Financial Statements

- Why they are produced?
- Major changes that have taken place and are currently taking place
- Contents
- What to look for
- What they don't show

## Day Two – Monday, 9 June 2008

### The Accounting Rule Book

- Why?
- Accruals
- Prudence
- Substance
- True and fair
- Materiality

### The Driving Force Behind Financial Information

### The Users Of Financial Information And Their Different Needs

- Meeting the needs of the various interest groups
- The role of the finance function
- Different types of accountants
- Financial accounting vs management accounting

### Analysis Of The Profit And Loss Account

- Profit margins
- Return on capital employed
- Asset turnover
- EBITDA
- Interest cover
- EPS (basic)
- Dividend per share (basic)

### Analysis Of The Balance Sheet


- Liquidity
- Gearing
- Working capital

## Day Three – Tuesday, 10 June 2008

### The Cash Flow Statement


#### The Need For A Cash Flow Statement

- Cash flow and cash management
- Cash vs profit
- Cash flow statements – the relationship with other financial information

 **Group Exercise 1**  
Analysing accounts to identify cash movements


#### Deriving A Cash Flow Statement

- Reconciling profit to cash flow
- Constructing a cash flow statement


 **Group Exercise 2**  
Producing basic cash flow statements

#### Analysing A Cash Flow Statement

- Working capital management
- EBITDA convertibility
- Cash based interest cover
- Cash burn rate – what does it mean and how can we use it?
- Free cash flow – what is it and how can we use it?

 **Group Exercise 3**  
Middle East case study. Analysing basic cash flow statements of a publicly listed company

## Day Four – Wednesday, 11 June 2008


 **Group Exercise 4**  
Analysing the Middle East company cash flow statement

### Examining Corporate Distress Models And Using Them As Predictors Of Corporate Failure

### Examining Accounting Problem Areas

### Investigating Problematic Areas Of Financial Statements

- Provisions
- Leasing

 **Group Exercise 5**  
**Leasing**

- Capitalisation of interest
- Capital and reserves
- Capital maintenance
- Net debt

### Introduction To Management Accounting

### Costing – Essential Tools For Effective Management

- Direct vs indirect costs
- Labour cost and learning curves – how to calculate a learning effect
- Fixed vs variable costs
- Overheads
- Allocation, apportionment and absorption

 **Group Exercise 6**  
**Overhead allocation**

- Break even analysis
- Ensuring fixed costs are covered


### Planning And Budgetary Control

- Financial vs management accounting
- Expectations of management accounting and what can be done to improve the information flow
- Purposes of budgets
- The links with the strategic plan and culture
- Budgets as motivators
- Types of budgets (e.g. zero based/priority based)
- Methods of budget preparation and the budget cycle
- Post-budgeting review
- Variance analysis – how and why it is performed

## Day Five – Thursday, 12 June 2008

### Project Appraisal – The Investment Decision

- Return on capital employed
- Why it's used, what it tells us and its limitations
- Payback period and short-termism
- Discounted Cash Flows (DCF), Net Present Value (NPV) and Internal Rate of Return (IRR)

 **Group Exercise 7**  
**Investment appraisal and maximising gains**

- The cost of capital
- Weighted average cost of capital
- Managing capital structure

### Introduction To Company Valuation

- Company Valuation
- Why value a company?
- What drives value?
- How to value a company – two main methods
- Comparable companies
- Discounted cash flow valuation
- Basic CAPM

 **Case Study: Valuing A Middle East Company**

### Review Of The Last Five Days And Open Discussion

# Certified Financial Assistant

8 – 12 June 2008 • JW Marriott Hotel, Dubai, UAE

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## FIVE EASY WAYS TO REGISTER

☎ 971-4-3352437 📠 971-4-3352438 📧 register@iirme.com

✉ IIR Holdings Ltd. PO Box 21743, Dubai, UAE GCS/IIR Holdings Ltd. P O Box 13977, Muharraq, Kingdom of Bahrain

🌐 [www.iirme.com/cfa](http://www.iirme.com/cfa)

For further information and Group Discounts contact 971-4-3352483 or email: [info@iirme.com](mailto:info@iirme.com)

WEB BC2642

Yes, I want to register for:

Event	Dates	Price before 13 April 2008	Price between 13 April and 11 May 2008	Price after 11 May 2008
<input type="checkbox"/> Certified Financial Assistant	8 – 12 June 2008	US\$ 4,250 (Save US\$ 500)	US\$ 4,550 (Save US\$ 200)	US\$ 4,750

If you have eight or more delegates who need this training, contact IIR In-House on 971-4-3352439 or [inhouse@iirme.com](mailto:inhouse@iirme.com)

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

## PERSONAL DETAILS:

	Title	First Name	Surname	Job Title	Department	Email
1 <sup>st</sup> Delegate						
2 <sup>nd</sup> Delegate						
3 <sup>rd</sup> Delegate						
4 <sup>th</sup> Delegate						

To assist us with future correspondence, please supply the following details:

Head of Department						
Training Manager						
Booking Contact						

Company: .....

Address (if different from label above): .....

Postcode: ..... Country: .....

Tel: ..... Fax: .....

No. of employees on your site:

0-49  50-249  250-499  500-999  1000+

Nature of your company's business: .....

Yes! I would like to receive information about future events & services via email.

My email address is: .....

## Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. All payments should be made in favour of IIR Holdings Ltd.

## Card Payment

Please charge my credit card:  Visa  Mastercard  American Express

Name on Card: .....

Card Number: ..... Exp. Date: .....

Signature: .....

## Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. If this is not suitable, a US\$ 200 service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

## Avoid Visa Delays – Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

*Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.*

## Event Venue

JW Marriott Hotel, Dubai, UAE

Tel: 971-4-2624444

## Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:

Tel: 971-4-4072693

Fax: 971-4-4072517

Email: [hospitality@iirme.com](mailto:hospitality@iirme.com)