

Become a...

Master Financial Controller

**Certified by the American Academy of Financial Management (AAFM).
Recognised in over 145 countries by 560 training providers, universities,
colleges and business schools.**

25 – 29 May 2008, AAFM Training Center, Salhia Complex

An intensive, interactive five-day training program specifically tailored to enable financial professionals to:

- Develop strategic decision models to improve your financial management
- Identify and forecast key value drivers and link them to financial strategy
- Leverage your organisation's financial position for maximum corporate gain
- Implement successful strategies to undertake the financial controller-ship process within your organization
- Drive financial decision making within your organisation.

Who should attend?

This highly practical qualification has been specifically designed for people who have an understanding of the accounting processes. It assumes that there is this level of knowledge and provides new insights into the accounting and financial decision making process:

- Finance Managers/Directors
- Financial Analysts
- Financial Controllers
- Financial Accounts Managers
- Heads of Finance Department
- Credit Controllers
- Corporate Financiers
- Credit Risk Managers
- Financial Advisors

Plus anyone who works within the finance function and is interested in updating themselves on current developments in financial decision making and strategic planning.



“The gathering was excellent, the event was superb, the materials were rich and valuable.”

Abdul Hamid Nazer
Deputy CEO,
Al-Tawfeek Co., KSA



Dear Finance Professional,

Financial Controllers are facing an increasing number of challenges in an ever-evolving environment. The ability to understand and implement the tools and techniques that drive your organisation's financial decision-making is becoming ever more complex and often confusing.

Master Financial Controller is a comprehensive training program for every financial professional, blending theory with practical skills, ensuring you achieve a fully developed set of tools that can be implemented successfully and immediately on your return to your organisation.

On completion of this five days training program you will collect your certification from the American Academy of Financial Management (AAFM), which is recognized in over 145 countries.

Your program Director, Geoffrey Baring and I look forward to welcoming you to the program.

Yours sincerely,

Geoffrey Bye
AAFM GCC Chapter President

P.S. You will receive a free membership to the AAFM professional body for up to 18 months.

Meet Your Expert Programme Director



Geoffrey Baring

Global Leadership Team AAFM Australia

Geoffrey H J Baring is CEO of the Monash Consulting Group a Melbourne based Training Organisation and board member of the American Academy of Financial Management.

He has a background in management consulting, initially at London based Urwick, Orr and Partners and subsequently as the 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 Limited, the ANZ Banking Group, Westpac Banking Corporation 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 three years and during which time he travelled throughout the Asia Pacific region presenting accounting and financial management programs.

Geoffrey joined Victoria University in 1992 and was responsible for its overseas programs in Hong Kong. He has significant experience teaching in Hong Kong over a ten year period and has been responsible for the development of a number of course initiatives that enable overseas students to complete undergraduate programs in Australia.

He has a Bachelors degree from the University of Melbourne and a Masters degree from Monash University. He is a qualified work place trainer and assessor. Geoffrey is the sitting Chair of the American Academy of Financial Management's chapter in Australia. 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.

He has extensive training experience in training vocational and work place trainers and in the educational of training and teaching professionals.

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

- The ability to use the designation MFC on your business card and resume
- Free AAFM membership is included with course fees for up to 18 months
- Membership renewal is due on the 30th June or 31st of December. New members automatically receive 12 months membership plus any additional months leading up to the next renewal date
- Access to the AAFM risk management network and body of information on-line
- Being taught by 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
- Qualification for entry into the AAFM Master Financial Professional programme
- Access to the AAFM international journal published on-line
- Gold Embossed Certificate with your name and designation as a MAAF (Member of the American Academy of Financial Management)
- Full accreditation fees included in the course fees.

MFC™ Course Overview

This programme is designed to develop both your knowledge of and skills in financial operations. You will gain the expertise necessary to drive your organisations key financial decision-making and strategic planning objectives.

AAFM™ Master Financial Controller

25 to 29 May 2008 - Programme Outline

Course Timings:

Registration will be at 08:30 AM on Day One with the programme commencing promptly at 09:00 AM each day. There will be two short breaks each day and the sessions will conclude at 3:00 PM.

Day One – 25 May 2008

Nature And Objectives Of External Financial Reporting

- The objective of financial reporting
- The regulatory environment
- Strategic role of financial information

Where Has The Profession Gone Astray?

- A look at the Enron disaster
- Its short term ramifications and reactions
- Its long term implications

Reporting Mechanisms And The Operation Of The Financial Markets

- Types of reports
- Relationship between the major financial statements
- The annual report – a more detailed analysis
- Manipulation of accounting reports - creative accounting
- Overview of the financial markets

Day Two – 26 May 2008

New Developments In Financial Reporting

- Triple bottom line reporting
- Why is it used and what is the use to stake holders

The Changing International Scene In Financial Reporting

- The introduction of the international accounting standards
- What is the impact geographically throughout the world

Recent Changes To The International Standards

- An update on the introduction of new standards
- What are the recent changes to the standards?
- What impact are they going to have on the profession?

Day Three – 27 May 2008

Cash Flow Statement, Cash Management And Working Capital

- Structure and purpose of the cash flow statement
- Liquidity and solvency issues
- Effective cash management
- Optimising the investment in working capital
- New emphases on cash e.g. Free cash flow

Financial Statement Analysis

This session looks at the methods that are used for measuring financial performance of companies. It looks at the traditional measures of analysis and then extends the analysis to include issues such as measuring cash flow.

- Risk analysis
- Common size financial statements
- Horizontal analysis
- Trend analysis
- Ratio analysis

Day Four – 28 May 2008

Alternative Ways Of Assessing Company Performance And Viability Of Emerging Markets

- Different methods of predicting corporate failure, including the Altman Z Score and Argenti models
- Use of Free Cash Flow as a measure of corporate efficiency
- Looking at sustainability of organisations to maintain their growth

Business Valuation

- A look at valuation approach and methodology
- Why value a company?
- What are the methods used?

Day Five – 29 May 2008

Measuring And Managing Intellectual Capital And Intangible Assets

- Sunrise in the new economy – a look at value shift
- Identifying intangible assets/intellectual capital
- The valuation proposition – why valuation is important
- Capital market effects of valuation
- Approaches to valuation
- Evidence in practice – companies that are measuring and reporting intellectual capital – how, why and the benefits conferred

Review And Programme Summary

- Topics to be covered in more depth - participants selection
- Review of material, secondary sources, research aids and related practical applications

Course Examination

Course assessment by participants

The MFC™ Training Style

This programme will be highly interactive with a mix of theory and practical sessions. You will have the opportunity to share your experience and develop your skills through group discussions and individual and group exercises. Furthermore, you will benefit from the extensive experience of your programme director, Geoff Baring, Master Financial Controller and expert trainer.

Course Certification

Participants will receive a Master Financial Controller certificate awarded by the AAFM. For those wishing to obtain certification, all five days must be completed with active participation in group and individual exercises during the course.

Registration Form

Three Easy Ways To Enrol

T +965 246 2030 / +965 7688 433
F +965 246 2050
E enrollQ8@aafmgcc.com

Course Dates

Master Financial Controller
 25 - 29 May 2008

Timing

From 9 AM to 3 PM

Venue

AAFM Training Center
 Salhia Complex
 Kuwait City

Program Fee

Regular fee KD850.00

Early Bird Discount:

Register before end of April and save KD50

Group Discount

Register three (3) or more delegates and receive **15% OFF** the Regular Fee

Payment Methods

Please pay by Cheque, Cash or Bank Transfer, prior to programme commencement.

All cheques should be crossed and made in favour of American Academy of Financial Management.

The fee includes instruction, course material and detailed case studies. On successful completion of the course, the AAFM award free membership for a period of up to 18 months.

Registration Details

Title: First Name:

Last Name:

Company Name:

Job Title:

Department:

Address:

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Country:

Tel:

Fax:

Mobile:

Email:

For multiple registrations, please copy this page.

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

In the case of unforeseen circumstances, AAFM reserves the right to change venue and/or speakers.

Payment Options

- Cash
- Cheque – Payable to “American Academy of Financial Management”
- Bank Transfer – American Academy of Financial Management, Commercial Bank of Kuwait, Hawalli Branch, Account Number: 2001012338.

Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a KD 100 service charge will be payable. Registrations cancelled less than seven (7) days before the event must be paid in full.

Customised Solutions And On-Site Training

AAFM provides tailor-made, superior and highly cost-effective in-house training with professional certification awarded. Our certifications can be articulated to a full university qualification or simply be a highly focused, tailored curriculum delivered by the most experienced industry experts. With global recognition and a faculty of specialists who are industry practitioners, we teach the ‘how’ and ‘why’, not just the ‘what’. Call us now on +965 246 2030 or email enrollQ8@aafmgcc.com

