

# BUSINESS FINANCE FOR ENTREPRENEURS AND NEW BUSINESS STARTUPS



## COURSE INTRODUCTION

Finance is one of the key ingredients for successful startups. As an entrepreneur, do you have adequate knowledge of finance? Have you been at a situation where you stand at the edge of great opportunities but face the dilemma in seizing them due to a lack of business savviness and risk management capabilities?

Entrepreneurs need to have business acumen which is an integration of the knowledge and understanding of financial with operational, marketing, human resource and other functions of an enterprise. It is crucial for them to have the ability to understand financial reports; as well as to be agile, cost-conscious and team-orientated in order to help their enterprise to progress smoothly and ensure long-term growth and success.

Entrepreneurs can be far more effective at growing their start-ups or businesses by having a better understanding of the basics of finance and accounting. With this in mind, this course is designed in a manner that entrepreneurs and would-be-entrepreneurs with little financial training will find it enjoyable to learn and easy to understand.

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## COURSE OBJECTIVES

This is a practical course aimed at teaching basic financial knowledge to entrepreneurs or would-be entrepreneurs, who did not major in finance. Participants will learn to read and understand financial statements such as balance sheets, income statements and cash flow statements. Trainer will engage participants in preparing simple financial planning and forecast. Participants will benefit from the direct application of the knowledge gained into running their real business/startups. At the end of the course, it is hoped that the entrepreneurs and would-be-entrepreneurs will be able to carry out their financial stewardship responsibilities and speak the "language of finance" with confidence.

## COURSE CONTENTS

- Apply financial management knowledge for business, work and personal life.
- Get an insight into the basic accounting principles.
- Clearly distinguish between cash, profit, assets, liabilities, equity and taxation.
- How to measure company performance and business health vitality?
- Use financial planning tools to set annual business targets.
- Prepare financial forecasts with short and medium-term plans.
- Discover financial analytics for measuring results to improve profitability, business value and cash flow.

## WHO SHOULD ATTEND

Entrepreneurs, owners/partners of new business start-up, business owners, go-getters in life and anyone who is keen to learn about managing the financial aspect of their business.

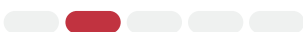
## LEARNING OUTCOMES

By attending this course, participants will be able to:

- Categorize commercial documents and be better organized for annual accounts preparation.
- Recognize the key financial statements and their role in business decision making.
- Establish framework to ensure timely and accurate financial reporting.
- Review and grasp global economic and financial trends and its impact to business.
- Identify internal warning signals and be better prepared for financial challenges.
- Find resources and networks for self-leadership, business intelligence and financial assistance.
- Build up the confidence to work with financial professionals.

## METHODOLOGY

Trainer will use a combination of interactive discourse and problem solving through case studies, quiz, games, print and digital media as well as self-assessment and presentations where necessary to test and entrench the knowledge of participants. Participants will learn to apply the principles to scenarios provided besides having the opportunity to discuss business dilemmas.



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## ABOUT THE TRAINER

**S. Yoga Thevan** conducts highly interactive sessions with **games, custom-made case studies and comprehensively designed course manuals.**

- He actively trains directors and company secretaries in financial management and has delivered numerous Finance Programs for **SSM, MIA and MEF.**
- On behalf **CIMA** and **JANM** (Jabatan Akauntan Negara Malaysia), he conducted awareness programs on accrual accounting at 9 Ministries of the Federal Government (2013).
- Qualified with an **MBA** from a leading U.K. business school, he skillfully inaugurates teams with **Business and Financial Acumen**
- He is a certified facilitator for Business Today Simulation International.

## ADMINISTRATIVE DETAILS

<b>Date</b>	27 October 2026
<b>Venue</b>	Virtual platform
<b>Time</b>	09.00 am – 05.00 pm
<b>Training Methodology</b>	As above.
<b>Fee</b>	RM550.00    Standard RM450.00    Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Society & Advocates Assoc. of Sarawak.
<b>SSM CPE Points</b>	8 Points



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## HOW TO REGISTER?

### STEP 1

Strictly via online registration at [www.ssm4u.com.my/ecomtrac](http://www.ssm4u.com.my/ecomtrac)

### STEP 2

#### NEW USER (First Time Login)

- Click on **SIGN UP**
- Key in **REGISTRATION INFORMATION**
- Click on **REGISTER**
- Key in **USERNAME** and **PASSWORD**

#### EXISTING USER

- Key in **USERNAME** and **PASSWORD**
- Click on **SIGN IN**

### STEP 3

- Select training
- Check on Available Seat
- Click on Add Participant
- Key in participant's information
- Click on Submit
- Check participant's details
- Click on Submit Payment

Note: Please submit your application within 15 minutes. Otherwise the system will automatically cancel your transaction and you will lose your seat(s). Please re-apply if you wish to proceed. Full payment shall be made at the point of registration.



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## TERMS & CONDITIONS FOR TRAINING PROGRAMMES

### PROGRAMME FEE

- Fee is payable to SURUHANJAYA SYARIKAT MALAYSIA.
- Admittance to training programme shall be granted only upon registration and full payment is received.

### PAYMENT MODE

- Registrations and payment for training programmes MUST be made through online at e-COMTRAC ([www.ssm4u.com.my/ecomtrac](http://www.ssm4u.com.my/ecomtrac)). Upon submitting the registration application, participants are deemed to have read and accepted the terms and conditions herein.
- Payment by cash and cheque is not acceptable effective from January 2021.

### CLASSROOM TRAINING

- For classroom-based training, a confirmation e-mail will be sent to participants at least 1 working day prior to the programme.
- Participants are required to present Malaysia's identification card and foreign participants are required to present passport at the registration counter for verification and admission to training programme.
- Admittance may be denied upon failure to present identification card / passport.

### LIVE WEBINAR TRAINING

- A notification e-mail with the webinar access link will be sent to participants at least 1 working day prior to the webinar.
- The access link is unique for registered participants and should not be forwarded or shared with others.

### E-LEARNING TRAINING

- Upon successful registration, an email will be sent containing the access link to the pre-recorded webinar and accompanying material will be sent on the start date of the programme.
- Access will be available for a fixed duration of seven (7) days starting from the session's commencement date. After this period, the link will expire, and access to the webinar and materials will no longer be available.

### CERTIFICATE OF ATTENDANCE

- Upon full attendance of the programme and payment is received, participants will be issued an e-Certificate of Attendance.
- Participants can download the e-Certificate of Attendance from e-COMTRAC platform in three (3) working days after the programme or in seven (7) working days for conference / symposium. Please take note that the certificate is available for download up to 30 days from the conclusion of the programme. An administrative fee of RM30.00 per copy is chargeable for downloading the certificate after the 30th day. Any replacement of certificate due to errors in name or identification card number wrongly filled by participant / representative during registration or loss of certificate, etc will incur a fee of RM30.00 for reissuance.

### CANCELLATION / ABSENT

- No refund will be given to participants who failed to attend the programme.
- Replacing registered participant is not allowed.

### TRANSFER

Transfer of registration fee to another training programme is not allowed.

### PERSONAL DATA PROTECTION NOTICE

Your personal data and other information provided in this application and including any additional information you may subsequently provide, may be used and processed by COMTRAC/SSM as a reference in future to communicate with you on our training programmes/events. In line with the Personal Data Protection Act 2010, we wish to obtain your agreement and consent for using your personal data. If you do not consent to the processing and disclosure of your personal data, you should send an e-mail to us at [comtrac@ssm.com.my](mailto:comtrac@ssm.com.my).

### HUMAN RESOURCES DEVELOPMENT CORPORATION

SSM is registered as a training provider with HRD Corp under GOV1000117857. All trainings are claimable under SBL Scheme subject to HRD Corp approval. Participant's employer needs to apply for grant at least one day before the commencement of training.

### COPYRIGHTS

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### EXCLUSION OF LIABILITY

The speaker(s) or trainer(s) is independent and shall not represent SSM, act as its agent or otherwise represent that their personal views are endorsed by SSM. The assessments and views expressed during the programme are entirely the speakers'/trainers' own. SSM shall not be liable for whatever circumstances arising from any engagement between the speaker(s) or trainer(s) and the participant(s).

### DISCLAIMER

SSM reserves the right to cancel the programme, change date(s), venue(s), speaker(s) or any other changes due to any unforeseen circumstances that may arise without prior notice to participants. SSM also reserves the right to make alternative arrangements without prior notice. SSM accepts no responsibility for death, illness, injury, loss or damage of any property belonging to, or financial loss by any persons attending the programme, whatever the cause. SSM shall not be responsible for any costs, damages or losses incurred by participants due to the changes and / or cancellation. SSM is not responsible for the integrity of participants' computer or device, your internet signal bandwidth, or any other consideration outside of the control of SSM.

SSM shall not be responsible for any problems or technical malfunction, including, without limitation, the acts, omissions, problems or malfunctions of any telephone network or lines, computer online systems, servers, computer equipment, software, failure of e-mail, traffic congestion on the internet or at any web or combination thereof.

All information contained in the brochure is correct and accurate at the time of publication.

