

# Accounting Fundamentals

## *Comments from past participants*

*"The seminar was useful in giving an overview of the accounting concepts."*

– Ms. Yuan Hui Yee Genevieve, Calyon Singapore Branch, Singapore.  
[Class of September 2009]

*"The Accounting Fundamentals seminar was fun and informative for a layman even though it was just only a 1-day seminar."*

– Ms. Elaine Wee, SG Asset Management (S) Ltd, Singapore.  
[Class of March 2010]

*"The Accounting concepts that were shared in the seminar are very useful and applicable in my daily work."*

– Mr. Gary Liaw Szu Kang, Hong Leong Finance Limited, Singapore.  
[Class of March 2010]

*"I found the Accounting Fundamentals seminar to be an eye opener. As an example, I learnt that when an expense is being treated under sales expense versus capital expense it would result in a completely different set of books. The simple illustrations and explanations made it easy to understand."*

– Ms. Alice Low, Individual, Singapore.  
[Class of July 2010]

*"The Accounting Fundamentals seminar provided me with the wider perspective on how bankers evaluate the financial performance and health of a company, in terms of funding."*

*"From another view as an investor, I can also use the knowledge gained to study a listed company's financial ratios before investing in them. Last but not least, it also provided me another tool for decision making as an entrepreneur. Well done!"*

– Mr. Vincent Ow-yeong, Icontek & Marketing, Singapore.  
[Class of July 2010]

# PI ETA CONSULTING COMPANY

SEMINAR CODE: PAC01

## *Highlights*

- Understand the Key accounting concepts used in preparing financial statements
- Understand how value is recorded
- Gain an Insight into the structure of an annual report
- Discussion on various components of the annual report
- Understand how valuation affects profitability
- Comprehend the difference between Profit vs. Cash Flow

**Seminar Facilitator**  
**Mr. Adam K. K. Wong, B.Acc, FCPA, Certified Professional Trainer**

**Seminar Duration**  
**1 Day, 9:00am to 5:00pm**

## Seminar Background

An in-depth introduction to accounting concepts. Accounting practices and financial statements are discussed in detail. Real-life applications are reviewed through practical examples.

## Seminar Content

- **Introduction**
  - Types of Financial Statements
  - Users of Financial Statements
- **Key Accounting Concepts**
  - Entity
  - Monetary Measure
  - Going Concern
  - Accounting Period
- **Accounting for Value**
  - Going Concern Value
  - Market Value
  - Historical Value
- **Structure for the Annual Report**
  - Management Statement
  - Post Reporting Events
  - Auditor's Report
- **Organisation and Contents of a Balance Sheet**
  - Assets and Their Measurement
    - Nature of Assets
    - Asset vs. Expenses
  - Analysis of Current Assets
    - Nature of Current Assets
    - Significance of Inventory and Receivables
    - Factors Influencing the Level of Working Capital Requirement
    - Inventory Valuation
      - Cost or Market
      - Cost Flow Assumptions and Its Impact on the Profit and Loss Statement

- Analysis of Long Term Assets
  - Nature of Long Term Assets
  - Valuation Methods
  - Impairment of Fixed Asset Value
  - Impact on Net Worth
  - Depreciation
    - Concepts of Depreciation
    - Objectives of Depreciation Charge
    - Charging Concepts
    - Depreciation Methods
- Analysis of Intangibles
  - Nature of Intangibles
  - Valuation Issues
  - Amortisation
  - A Deeper Look at:
    - Research & Development
    - Goodwill
- Liabilities and Their Measurement
  - Nature of Liabilities
  - Characteristics of Liabilities
  - Short Term vs. Long Term Liabilities
  - Contingent Liabilities
  - Valuation of Liabilities
  - Early Extinguishment of Debt
- Net Worth
  - Composition of Equity
  - Impact of Asset Valuation on Equity
- **Organisation and Contents of the Profit & Loss Statement**
  - Impact of Income Measurement due to:
    - Revenue Recognition Methods
      - Nature of Revenue
      - What should be Included in Revenue
      - Operating vs. Non-operating
      - Recurring vs. Non-recurring Income
      - Measurement
      - Timing of Revenue Recognition
  - Cost Concepts – How It Impact the Financial Results
    - Distinction between Expense and Expenditure
    - What should be Included in Expenses
    - Why Capitalise Expenditure
    - Measurement
    - Timing
  - Inventory Cost and Its Impact on Profitability
    - FIFO
    - LIFO
    - Identified or Actual Cost
    - Weighted Average

- **Concept of Profit**
  - Matching Concept
  - Cash Flow vs. Profit
  
- **Limitation of Financial Statements**

## **Benefits of Attendance**

Upon completion of this programme, participants will:

- Learn various key components of the financial statements and understand what they tell the reader
- Understand key accounting concepts and how they impact financial reporting
- Be aware of the basic economic events most common in business operations and understand how they would be shown in published financial statements
- Understand the accrual method of accounting and double entry in preparing financial statements

## **Who should attend?**

Financial managers, senior managers with no accounting knowledge, research analysts, credit and financial analysts, portfolio managers, credit officers, corporate bankers, commercial bankers, risk managers and analysts.

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## Seminar Facilitator

**Mr. Adam K. K. Wong** is a Business Domain Expert Facilitator with PI ETA Consulting Company. He is also an adjudicator of the Financial Industry Disputes Resolution Centre in Singapore.

Prior to his current appointments, he was a General Manager with Standard Chartered Bank and other international banks with 22 years of successful track record in Cash Management, eCommerce, Corporate Banking and Trade Finance and Small & Medium Enterprises.

Having strong strategic orientation and regional exposure in South East Asia and Hong Kong, he is credited with significantly growing global banks' SME assets by 450% and net profit by 140% over a 3-year period in Singapore. He also started a new cash management business for a leading bank in Asia and grew it to a USD35 billion business annually.

Mr. Wong graduated in Accountancy and is a Fellow Certified Public Accountant. He is also a Certified Credit Risk Management Professional and a Certified Professional Trainer.

Mr. Wong has contributed actively to the development and training of professionals in the financial services sector for the past 17 years by sharing his expertise regularly through The Institute of Banking and Finance, Singapore and various other organizations in Malaysia and Indonesia.

He has also conducted programmes in the area of banking and finance for Australian and local universities.

**For more information, please contact PI ETA Engagement Resource (PEER) Group at**  
Tel: +65 634 100 10 | Fax: +65 634 100 20 | Email: [marketing@pi-eta.com](mailto:marketing@pi-eta.com) | Website: [www.pi-eta.com](http://www.pi-eta.com)