



UPM
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI



**SEKOLAH
PERNIAGAAN DAN
EKONOMI**
School of Business and Economics

EXECUTIVE DEVELOPMENT AND INDUSTRY LINKAGES UNIT (EDIL)

25th NOVEMBER 2021

IS IT WORTH TO INVEST FOR NATURE? A COST-BENEFIT ANALYSIS

Registration Fee: RM400.00/person

Focus and Features:

Nature provides a variety of ecosystem services. Sensitive natural areas make environmental projects need to be critically evaluated. Sometimes planners are in a dilemma to implement an environmental project. Is it worthwhile to implement an ecological project after considering the costs and benefits to the project and the community? Not only will it involve high costs, but any damage that occurs is also difficult to repair. Therefore, it is vital to make a cost assessment and compare it with the benefits derived from the project. The calculations involve the expenses that will arise if the project is implemented. Meanwhile, the assessment of benefits gained by society, in general, will be another component of the analysis.

This course provides participants with exposure to the Cost-Benefit Analysis method using examples of environmental projects. Participants will be shown situation analysis with projects and situations without projects. After that, projections can be made by considering the net present value for forecasting the long-term situation. This method is also able to calculate the feasibility of the project through the internal rate of return value.

Further inquiries: Executive Development and Industry Linkages Unit (EDIL)

School of Business and Economics

☎ 03 - 9769 7611 / 7734 / 7791

✉ edil_fep@upm.edu.my



AGRICULTURE • INNOVATION • LIFE

BERILMU BERBAKTI
WITH KNOWLEDGE WE SERVE



UPM
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI



**SEKOLAH
PERNIAGAAN DAN
EKONOMI**
School of Business and Economics

IS IT WORTH TO INVEST FOR NATURE? A COST-BENEFIT ANALYSIS

Date: 25th November 2021 (Thu)

Course Content:

Introduction

- ❖ What is Cost-Benefit Analysis (CBA)
- ❖ Purpose of CBA
- ❖ With project and without project
- ❖ Case study

Identifying Cost and Benefit

- ❖ What is Cost
 - ✓ Cost to society
 - ✓ Opportunity costs
- ❖ What is Benefit
 - ✓ Tangible benefits
 - ✓ Assessing intangible benefits
 - ✓ Non-market techniques

The Analysis

- ❖ Discounting
- ❖ What is Net Present Value
- ❖ How to calculate Internal Rate of Return
- ❖ Forecasting
- ❖ Risk and uncertainty



UPM
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI



**SEKOLAH
PERNIAGAAN DAN
EKONOMI**
School of Business and Economics

ABOUT THE SPEAKER

Assoc. Prof. Dr. Syamsul Herman b. Mohammad Afandi is an academician, researcher and trainer in the School of Business and Economics, Universiti Putra Malaysia (UPM). He has 17 years of experience educating and conducting research in recreation, ecotourism, and non-market economic valuation. Prior to joining UPM, he worked at KPMG Management Consulting, where he was involved in feasibility studies for tourism projects in Malaysia. He later joined Forest Research Institute Malaysia as a Researcher, where he conducted studies in ecotourism and performed environmental education projects.



During his services with UPM, he has obtained research grants from both government and private sectors. He has led projects pertinent to economic valuation, rural tourism, and more specific projects of Payment for Ecosystem Services, Social Impact Assessment and Cost-Benefit Analysis of various forest environments in Malaysia. Apart from that, his study sites include marine environments such as Sipadan Island Marine Park, Tun Sakaran Marine Park, Mabul Islands, Tioman Island and Kapas Island. He provides his expertise among these agencies such as the Forestry Department of Peninsular Malaysia, Selangor State Forestry Department, Department of Wildlife Management and National Parks, Department of Marine Parks, Malaysian Productivity Centre, Tourism Malaysia, and several private companies. At the international level, he has been involved in Green Economic studies funded by the United Nations Development Programme. He is in an active networking with the Forestry Development Centre at the University of Philippines Los Banos, Los Banos and Kasetsart University, Thailand.

Sharing his compassion on economic valuation, he authored two books on economic valuation focusing on both Stated and Revealed Preferences techniques. In the past, he was the first Treasurer for the Malaysian Environmental Economics Association, where he was one of the founding Exco.



AGRICULTURE • INNOVATION • LIFE

BERILMU BERBAKTI
WITH KNOWLEDGE WE SERVE



UPM
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI



**SEKOLAH
PERNIAGAAN DAN
EKONOMI**
School of Business and Economics

GUIDELINES

All participants are required to complete the Zoom Registration and Pre-Workshop Survey Form by 23 November 2021 (Tuesday). At the end of the workshop, participants are required to complete the Post-Workshop Evaluation form. The School of Business and Economics strives to deliver the best online learning experience to all participants. Your cooperation in completing the survey forms is greatly appreciated.



Workshop Registration
To be filled by 23 November 2021



Zoom Registration
To be filled by 23 November 2021



Pre-workshop Survey Form
To be filled by 23 November 2021



Post-workshop Survey Form
To be filled at the end of workshop



AGRICULTURE • INNOVATION • LIFE

BERILMU BERBAKTI
WITH KNOWLEDGE WE SERVE



UPM
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI



**SEKOLAH
PERNIAGAAN DAN
EKONOMI**
School of Business and Economics

SCHEDULE

25th NOVEMBER 2021 (THURSDAY)

Time	Topic	Learning Outcomes
9.00 a.m - 10.30 a.m	Introduction <ul style="list-style-type: none"> • What is CBA • Purpose for CBA • Criterion 'with a project and without project' 	Participants will get exposure to the basics of CBA
10.30 a.m - 11.00 a.m	Break	
11.00 a.m - 1.00 pm	Identifying Cost and Benefit <ul style="list-style-type: none"> • Identify cost • Assessing Benefits (Tangible and Intangible) 	Participants will get exposure to measure economic benefits and cost
1.00 p.m - 2.00 p.m	Lunch Break	
2.00 p.m - 5.00 p.m	The Analysis <ul style="list-style-type: none"> • Discounting • Net Present Value, Benefit-Cost Ratio, Internal Rate of Return • Risk and uncertainty 	Participants will get exposure to performing a CBA analysis for natural resource projects



AGRICULTURE • INNOVATION • LIFE

BERILMU BERBAKTI
WITH KNOWLEDGE WE SERVE