



VJIM

AN INNOVATION DRIVEN B-SCHOOL

FINANCE FOR NON FINANCE



Introduction of the Program

One of the main goals of any organization which exists for profit is to maximize their bottom-line. Hence, financial knowledge is imperative for decision making. However, most managers with a non-finance background do not pay attention to the importance of financial implication of a decision. For example providing transportation to the employees may involve huge cost if the company expands operations and removing transportation facilities may lead to dissatisfaction. A basic knowledge of finance can really help the effectiveness of such decisions.

Program Contents

- The Four Pillars of Accounting- Assets, Liabilities, Income and Expenditure; Accounting Equation; Debit and Credit;
- Financial Statement - Income Statement, Balance Sheet and Cash Flow and their interdependence
- Gauging the Health of a company for wealth maximization - Share market and your company
- Managerial Internal Decision Making - Cost Analysis and Cost Evaluation
- Finance for Financing Activities
- Dividend Decisions and it's implication
- Finance for investing activities
- Finance for operating activities
- How to value your company - Value Based Management

Methodology

The methodology used would include Chalk & Talk, Show & Tell, Story Board

Expected Participants

The course is aimed at Mid-Level managers who have to understand the financial implication of decisions they take.

Objectives of the Program

This program aims to improve decision making abilities by helping non-finance managers understand financial tools at their disposal. Decoding financial statements and understanding the business implications of numbers is an important objective the program would want to fulfil.

Learning Outcomes

- Improve program participants role as decision-makers and understand the implications of finance on corporate activities
- Facilitate use financial statements for decision making
- Understand the relevant financial issues so as to deliberate with finance managers in their organization
- Understand and appreciate the impact of decisions on topline and bottomline
- Learning outcome of the Program and where/how this can be utilized by the participants

Program coordinator



Kesava Rao NSNM

Kesava has more than 10 years of experience in the field of marketing having worked with leading automotive companies in India and is aware of the challenges that managers face when financial decisions are made. He has designed the course with this in mind.

Mobile: +91 99666 38779

Resource Persons



Abhishek Saraf is an alumnus of IIT (Bombay) and ISB (Hyderabad). He has an experience of more than 12 years in the field of infrastructure finance having worked with CRISIL Infrastructure, GVK and GMR Group. He has held leadership

positions in many of the organizations he has worked for. He knows the teething problems managers from various domains have to deal with when faced with financial decision making and specializes in show and tell method of teaching which makes him popular among the course participants.



Abhishek Sinha is a sector analyst by training and experience and a teacher by choice. He has 10 years of experience in teaching finance to executives, doctors, students and CFOs. He uses Story Telling

Method of teaching and believes finance can be best learnt intuitively.

Duration: 8 hours for 1 day

Date: 04-03-2017, Time: 9 am to 5 pm.

Venue: VJIM, Bachupally, Hyderabad

Fee: Rs. 7500/-