



Why waste ... When you can invest

Management Development Program

Finance for Non-Finance Manager

Introduction & Objectives

In the present competitive business environment profit generation and wealth maximization require sustained efforts and appropriate decision skills on the part of executives in all functions and departments. Decisions made by non-financial Managers from various departments have significant financial implications. Therefore, it is necessary to equip them with financial training to spread cost consciousness and improve the quality of their decision making.

Finance for Non-finance Manager program is specially designed to provide basic knowledge of accounting and finance for Managers in marketing, operations, human resources, information technology fields, entrepreneurs and self employed professionals with non-finance background. This program provides a logical framework to gain an insight on various aspects of balance sheet, analysis of financial statements, budgeting, working capital and cost control to help managers make better strategic and operational decisions. The program will equip the participants with appropriate skills in finance to deal with changing business environment.

After attending this program, participants should be able to:

- Gain a greater understanding of the financial objectives of the organization and translate them into action in their respective functional areas;
- Work out the financial implications of their day-to-day decisions, helping take decisions that have a positive impact on financial objectives of the business;
- Make better use of resources allocated to their divisions;
- Build up financial confidence;
- Understand legal aspects in business
- Sharpen financial skills and competencies for business success.

Coverage

The program will cover fundamentals of financial concepts in easy and understandable manner and include following broad areas:

- Understanding Finance and Financial Terms
 - Understanding Balance sheet, Assets, Liabilities
 - Understanding Profit & Loss Statement.
 - Objectives of the firm - shareholders wealth maximization
 - Important Accounting principles
- Analysis of financial statements
 - Limitations of financial accounting
 - Ratio analysis
 - Computation of Ratios
 - Interpretation of Ratios

- Cost leadership and competitive Advantage
 - Components of cost, Direct costs
 - Fixed and Variable costs, Allocation and absorption of overheads.
 - Contribution, Breakeven point, Cost of sales and appropriate ratios for Sales/Marketing Efficiency.
 - Capital expenditure and operating expenditure
 - Activity based costing
 - Lean Management
 - Wastage reduction
 - Resource Utilization / Capacity planning

- Budget and Budgetary Control
 - Budget and Budgetary Control
 - Sale Budget, Production Budget/Production Cost/ Cost of sales. Marketing Budget,
 - General and Administrative Expenses Budget
 - Working Capital Budget,
 - Material Purchase Budget, Master Budget etc
 - Variance Analysis

- Capital (investment) budgeting decisions
 - Overview of financial costs
 - Cost of Capital and Economic Value Addition (EVA)
 - Capital budgeting technique - Pay back on investments

- Working Capital Management:
 - Management of inventories
 - Management of receivables
 - Management of payables.

The Pedagogy

The course uses participative discussion, cases and practical assignments to achieve the learning.

Participants are encouraged to bring their problems to the course with an objective to learn through discussion and experience sharing.

For Whom

This is a “fundamental” program specially designed for:

- Managers/Heads of Divisions / Functions and Owner Managers
- Managers who wish to update their knowledge on basics of Finance and Accounts.

No prior knowledge or background in finance/ accounting required.