

Program on

# DEMYSTIFYING BUSINESS FINANCE

Demystifying Business Finance programme enables non finance professionals, especially from functional areas such as sales, marketing, human resource, research and development, production, procurement, to gain working knowledge of critical financial principles, enabling them to propose business decisions involving cost-savings, budgets. Participants would be facilitated to understand financial statements as well as grasp the fundamentals of finance.

## Learning Objectives

This programme aims equip operating managers with the tenets of finance and developing the ability to see the business implications of numbers

- Understand financial statements  
Be in a better position to discuss relevant financial issues with finance managers/stakeholders in their organisation
- Understand the impact of various decisions on a company's performance
- Get practical insights of the fundamentals of finance and accounting.

## Topics Covered

- Trinity of Reporting
  - Balance sheet
  - P&L account
  - Cash flow statements
  - Profit v/s cash
- Key Ratios
  - Profitability Ratios
  - Activity Ratios
  - Coverage Ratios
  - Liquidity Ratios
  - Leverage Ratios
- Assets Management
  - Fixed Assets
  - Working capital
- Cost information for decision-making and budgeting
  - Cost concepts including discussion on marginal costing
  - Some important cost definitions
  - Capex Proposal Evaluation

## Who Should Attend?

Managers to Middle level executives in Operations who seek to improve their financial skills in order to make critical business decisions involving cost savings, budgets, etc,

Entrepreneurs who are required to make daily business decisions regarding their companies.

Self Employed Professionals, Assessors assessing companies on Business Performance

## Investment

**FEE: 12000 + GST**

Online registration with the payment is Mandatory.



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