

# EXECUTIVE DEVELOPMENT SEMINAR & TRAINING ON FINANCE FOR NON-FINANCE MANAGERS (FNFM)

sdmimd



A BUSINESS RESEARCH INITIATIVE  
Greater Vision

**TRAINING DATES  
AUGUST 4-5, 2017**

## Who should attend?

Finance for Non-Financial Professionals program is a comprehensive program developed for non-financial managers. This course is ideal for you if you are a manager/decision-maker who has no formal financial and accounting background. If you are interested to acquire a basic foundation and understanding on key financial documents, parameters and processes, here is a great opportunity to learn those very important skills.

### This Course is recommended for:

- Owners of a business
- Directors/Senior Executives/General Managers
- Mid and senior-level managers
- Project Managers
- Management Consultants
- Business Analysts
- Head of divisions/functions
- Finance Support Staff
- Self-employed professionals
- Managers/Decision-makers of companies in marketing, operations, human resources and other non-financial areas

For registration please send an email to:

[seminar@globalbizresearch.org](mailto:seminar@globalbizresearch.org)

or call:

Tel: +971 4 3403178, Mob: +971 55 1696221

or visit:

[www.globalbizresearch.org](http://www.globalbizresearch.org)

## IN SINGAPORE

### Program Fee

Without Accommodation: **US\$500/-**

With Accommodation: **US\$800/-**

### Program Organized by

Greater Vision Conferences & Seminars  
Dubai - United Arab Emirates

### Venue

**Village Hotel Albert Court,**

180, Albert Street S189971

(Formerly known as

Albert Court Village Hotel)

(Near Little India, Singapore)

PH : +65 6339 3939

# Introduction

The Executive Development Training program, 'Finance for Non-Financial Managers' is an ideal program for managers, professionals and decision-makers who lack

formal training in accounting & finance and are interested in developing an excellent understanding of the financial side of business. This training program is carefully designed to impart the much-needed knowledge and best practices in the important areas pertaining to finance and accounting topics so that the managers are equipped with the required financial intelligence to achieve success.

During the training, you would acquire deep insights into the following aspects: Understanding fundamental financial concepts, reading financial statements, preparation of budgets in view of the goals and targets of the organization, analysing financial performance, identifying and forecasting key financial indicators. This two-day training program is helpful to managers to acquire essential skills to deal with the dynamic business environment in this competitive business landscape.

## Finance for Non-Finance Managers (FNFM)

**By participating in this program, participants should be able to**

- Acquire deep insights into the fundamentals of finance and accounting concepts.
- Understand how financial information should be processed and interpreted for effective decision-making.
- Identify and interpret the ratios which are most important to your business.
- Identify how to improve the ratios that matter most.
- Comprehend the cost-volume-profit relationships, preparation of different budgets and importance of financial planning and forecasting.
- Use multiple techniques to evaluate projects and investments.
- Offer valuable suggestions to ensure profitability and shareholder value maximization in organizations
- Communicate your contribution to the bottom line
- Gain knowledge on strengthening the financials of an organization.
- Financial forecasting
- Ensure that the company can effectively mitigate business and financial risks.

## Methodology

The program will be delivered through appropriate case studies, group discussions, brainstorming sessions and presentations by the facilitator.

### **Seminar/Training Materials:**

Our Resource Person, a highly experienced professional, will provide all the relevant course materials that include notes, case studies, link to videos and powerpoint slides. The materials will be handed over to the participants on day 1. There will be a dedicated website link made available to the participants where they can download additional class materials after the program.

## Contents of the Proposed Program

### **Introduction**

- o Finance and Accounting- They are more different than you think.
- o Understand the concept of shareholder value.
- o Financial knowledge and corporate performance.

### **Understanding Financial Statements**

- o Key underlying accounting concepts used in the preparation of financial statements.
- o Spotting assumptions, Estimates, and biases.
- o Reading through the Income statement, Balance Sheet, Statement of Cash Flow and Statement of Owner's Equity.

# DAY 1

## Analyzing and Interpreting Financial Information

- o The power of ratios.
- o What ratios are most important to your company?
- o Identifying warning signals. How financial markets evaluate companies.
- o How to conduct a Dupont analysis?

## Profit versus Cash and why we need both

- o Accrual versus Cash Accounting
- o How Cash connects with everything else?
- o Understanding Free Cash Flow

## Working Capital Management

- o Measuring Working Capital
- o Managing the Cash operating cycle
- o Managing receivables and inventory

## Cost-volume-profit (CVP) relationship and their significance.

- o Understanding fixed cost, variable cost and the contribution margin.
- o Estimating the Break-even point.

## Budgeting and planning

- o Creating a Budget, Do's and Don'ts
- o Financial Planning, Forecasting and Variance

## Return on Investment (ROI): Appraisal tools

- o Analyzing Capital Expenditures
- o Estimating cost of capital
- o Understand the payback period, net present value (NPV) and internal rate of return (IRR) methods of project appraisal.
- o Understanding weighted average cost of capital and capital structure for a company.

## Tying it all up – The Big picture for effective decision-making and improved ROI.

# DAY 2

## Dr. N.R. Parasuraman, LLB, FCS, FICWA, DBF, Ph.D.

Director & Professor – Finance, SDM Institute for Management, Mysore-Karnataka-India.

Dr. N.R.Parasuraman is a Fellow member of the Institute of Company Secretaries of India and the Institute of Cost and Management Accountants, and a Commerce and Law graduate. His Ph.D is on Capital Structure of Indian Companies. He has 30 years of experience in diverse areas of finance. Dr. Parasuraman was the Company Secretary of FEDERAL BANK for 5 years. He has worked as Finance Manager for KEK group of Companies, Trivandrum and as a Securities Analyst for JOINDRE CAPITAL SERVICES, Mumbai. He has been in full-time academics for the last seventeen years. His special areas of teaching and research are Strategy, Financial Derivatives and Multinational Finance. Dr. Parasuraman was an Adjunct Faculty at the Indian Institute of Management, Kozhikode and is now a visiting faculty at the Indian Institute of Management, Rohtak and Indian Institute of Management, Udaipur.

He has published 30 papers and concept articles in various journals. He has also authored a book titled 'FINANCIAL MANAGEMENT – a Step by Step approach' which has been published by Cengage Learning. His earlier book 'FUNDAMENTALS OF FINANCIAL DERIVATIVES' published by Wiley India Limited, which is very popular among the teachers and students of Derivatives has gone into a third edition.

## OUR TRAINER



# REGISTRATION FORM

## EXECUTIVE DEVELOPMENT TRAINING/SEMINAR ON FINANCE FOR NON-FINANCE MANAGERS (FNFM) SINGAPORE

4 - 5 AUGUST 2017, 9 AM - 5 PM

**\*Without Accommodation: US\$500/- | With Accommodation: US\$800/-**

Name: Mr/Ms/Mrs .....

Organization: .....

Designation: .....

Email: ..... Mob. No: + .....

Name: Mr/Ms/Mrs .....

Organization: .....

Designation: .....

Email: ..... Mob. No: + .....

Name: Mr/Ms/Mrs .....

Organization: .....

Designation: .....

Email: ..... Mob. No: + .....

(\*15% Group Discount on registration fee available for more than three registrations)

### Option 1: Electronic Wire Transfer using SWIFT code:

Please remit/pay the seminar fee to the following bank account.

Company Name	GREATER VISION CONFERENCES & SEMINARS ORGANIZING
Account Name	GREATER VISION CONFERENCES & SEMINARS ORGANIZING
Account Number	0372514910001
Bank Address	RAK BANK, P.O.Box: 1531, Dubai - UAE. Dubai Residential Oasis, Damascus Road, Near Life Pharmacy, Al Quasis-Dubai.
Branch Name	AL QUASIS, DUBAI.
IBAN Number	AE550400000372514910001
SWIFT Code	NRAKAEAK
Routing Code	804020101

**OPTION 2: Payment by debit or credit card using Paypal account: On confirmation of participation, we shall send you a Paypal Invoice to make payment.**

**OPTION 3: Payment by Western Union Money Transfer or Xpress Money or Money Gram, Once participation is confirmed, we shall send you the details for remittance of payment.**