

# Financial Acumen for Non-Finance Executives

SPJIMR Delhi Campus  
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## Programme Genesis

Any strategy would not be considered a best one unless you understand the implications and impacts in financial terms. This programme is geared at enabling executives from non-finance background to develop financial acumen so as to get greater understanding of financial impact of their work. The programme strives to achieve this by introducing the knowledge of critical financial principles so as to impact the critical decisions in a positive way through an eye of finance.

## Who should attend?

This programme is designed for, anyone who has a need to improve financial acumen for decision making purpose, including:

1. Managers, senior managers, middle level executives in non-financial positions
2. Entrepreneurs
3. Self-employed professionals

## Pedagogy

- Experience Sharing
- In-session exercises
- Discussions on Financials of companies
- Case Discussions

## Programme Goals

Programme has set its goals to fulfil requirements of managers from non-finance functions to expose them to financial nuances for decision making purpose by developing Financial Acumen. Deciphering financial concepts and developing the ability to see the business implications of numbers is a key outcome of this programme, which aims to help participants:

- To appreciate impact of finance on decisions and vice-versa.
- To analyse financial statements to arrive at better informed decisions
- To enable them to discuss relevant financial issues with finance managers/stakeholders in their organisation
- To understand the implications of various decisions on company financials



## Programme Coverage

### Understanding the Basics of Accounting

- The accounting equation
- Cash Vs. accrual



### Demystifying the basics of Financial performance

- Income statement
- What it tells you (and doesn't!)
- Cracking the jargon (EBIT, EBITDA etc.)

### Demystifying the measures of Financial position

- What are Assets, Liabilities and Equity?
- Why you should read the balance sheet
- Cracking the jargon (Leverage, capital etc.)

### Why cash is called the king?- Demystifying Cash Flows

- What are the Inflows and outflows?
- The critical difference: Cash vs. profit

### The basics of Financial analysis

- Is the business on track? Simple measures of profitability, liquidity and efficiency
- Financial decision making
- Opportunity cost

### From where the money comes/Can Come?

- Common sources of capital
- Debt vs Equity
- The positive and negative sides of debt
- Cost of debt and equity

### How to decide on Investing options?

- Time value of money
- Basic principles of appraisal
- Popular methods of appraisal: Payback, NPV, IRR

### How to plan and track the growth?

- Why we need budgets
- Types of budgets
- Preparing the profitability budget

### How to assess day-to-day efficiency?

- What is working capital?
- Kinds of working capital
- Operating cycle and components of working capital
- Working capital management and decision-making.

**Fees: Rs 34,900 per participant + taxes**  
**(Early Bird, Alumni and Group Discount applicable)**

For more information contact-

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## Programme Director



**Dr. Anshul Verma**

Professor of Finance

Chairperson - Post-Graduate

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Dr. Anshul Verma is working as Professor in Accounting and Finance Area at S. P. Jain Institute of Management & Research, Mumbai. Previous to this assignment, he worked for Institute of Management Technology, Ghaziabad & BIMTECH, Greater Noida. He holds double Master's degree, in Management with Specialisation in Finance from Birla Institute of Management Technology and in Economics from Dr. B. R. Ambedkar University, Agra. He has also earned dual Ph. D. in the area of Credit Risk Management and in the area of Applied Business Economics from Dr. B. R. Ambedkar University, Agra.

He has around 2 decades of rich experience in teaching, training and research in the area of Accounting and Finance and also in Administration in top ranked Business Schools in India. He teaches subjects like Financial Accounting, Management Accounting, Cost Management, Advanced Cost Management, Derivatives and Risk Management, Corporate Finance and other areas of finance to Post Graduate Programme Students and Executive Programme Participants.

He has also successfully delivered training to Middle and higher management personnel in PSUs and corporates. He has published research papers in Management domain in reputed national and international publications.

### About SPJIMR:

SPJIMR is counted among the top 5 B schools of India. In addition to our Mumbai campus, we also have a state-of-the-art Executive Education Centre in Delhi.

We are a part of the Bharatiya Vidya Bhavan and function as an autonomous Institute with entrepreneurial agility. Our guiding principles are to influence practice and promote value-based growth. We build on this through pedagogic innovations and pioneering programmes, which have helped us carve a unique and distinctive path in management education. SPJIMR has been recognized for its innovative programmes by global accreditation bodies- AACSB and AMBA.

Bharatiya Vidya Bhavan's S P Jain Institute of Management & Research (SPJIMR) is one of the six Indian business schools, along with IIM Ahmedabad, IIM Bangalore, IIM Calcutta, ISB and IIM Lucknow, to make it to the QS Global MBA rankings. This is the fifth consecutive year that SPJIMR is on this elite list.

Our salient features are as follows:

- 42 years legacy of management education
- 25+ years of executive education
- Over 12,000+ alumni,
- 100+ Corporate Partners,
- 50+ Global Partners,
- Renowned faculty with extensive corporate experience
- Globally recognized among top 5 B-Schools from India
- International accreditation by AMBA and AACSB