

EYE ON THE BOTTOM LINE

A Two Day Training Programme on Finance for Non-Finance Executives

Day I

Session 1

Basic Concepts

Basic concepts in financial management and introduction to financial statements.

Session 2

Understanding Financial Statements

In this session the structure and contents of the Profit & Loss A/c and the Balance Sheet and the relevance of different items contained therein are explained.

The first two sessions are intended to lay the foundation and would be generic in nature.

Session 3

Good Finance Management - Two Rules

Two fundamental rules of good finance management, which, if followed, can help organisations avoid a host of finance mis-management related problems are explained in this and the next session. These rules have universal applicability and are not industry specific. In this session Rule One which deals with **profitability management** will be explained. Rule Two which covers **cash flow management** will be discussed in the next session. This is a very powerful session and extremely important for the entire organisation to understand and appreciate, and is unique to programmes conducted by Lamcon.

Session 4

Good Finance Management – Two Rules contd...

Day II

Session 5 **Marginal Costing Principles**

The session helps participants to work out Break-even Points for their businesses/projects, set targets for achieving sales, determine pricing policy, take marketing related decisions, understand the impact on profitability of decisions pertaining to credit given to customers, discounts offered etc.

Session 6

Case Studies on Application of Marginal Costing Principles

Session 7

Leverage Analysis

How fixed cost assets or funds can be used to magnify returns to owners is explained in this session. Also covered is the impact of borrowing on profitability, how to maximise profitability by using leverages to one's advantage and the use of leverage analysis to understand how safe/risky an organisation is.

Session 8

Reading of Funds Flow Statements

How to read Funds Flow Statements to get an insight into the happenings within an organisation, understand where the money has gone and whether it has been put to right use is the objective of this session. This will be done through a case study where the participants will be expected to evaluate the health of an organisation using a funds flow statement in a group discussion exercise. The participants will also get an opportunity to test the practical application of all the principles that they have learnt during the course of this programme.

Based on our experience with other companies we feel you may find the above topics relevant. However please do suggest modifications, if any, to the above.

Methodology

The programme will be practice oriented and shall comprise lectures, group discussions, case studies, etc.

Participant Profile

The programme is designed for a wide range of executives from within and outside the finance function. Prior exposure to finance and accounts is not essential.

Programme Faculty: Dr Anil Lamba

Bestselling author, financial literacy activist, and an international corporate trainer, Dr Anil Lamba is a practising Chartered Accountant and holds degrees in Commerce, Law and a Doctorate in Taxation.

Dr Lamba's training programmes are held internationally, with a client list exceeding 2000 large and medium-sized corporations spread across several countries including India, the USA, and in Europe, the Middle-East and the Far-East.

His latest book, '**Romancing the Balance Sheet**' is currently making waves.

Course material

A soft copy of the course material will be provided to you, which can be photocopied and distributed amongst the participants.

Investment

Our professional charges are @ Rs 5,99,850/- per day (for programmes in India) plus taxes and US\$ 9990 per day (for programmes outside India). Expenses towards, venue for the training program, course material, lunch, refreshments, travelling, lodging and boarding etc. would have to be borne by the client.

Cancellation Policy

Cancellation before:

- a. 30 days will attract a levy of 50% of the professional fees
- b. 15 days will attract a levy of 100% of the professional fees.

Payment terms - immediately on receipt of invoice.

Do feel free to contact Mr Praphulla Gaikwad, Manager – Projects, in case you may have any queries, on 020-26340316, 26348913 or mobile: +91-9922351352, or email us on inquiry@lamconschool.com. Please do visit us at www.lamconschool.com.