

## FINANCE FOR BUSINESS LEADERS

### A Four Day Programme on Finance Management

#### Day 1

##### Session 1

#### **Appreciation of the key financial statements - the Profit and Loss Account and the Balance Sheet:**

In this session the structure and contents of the Profit & Loss A/c and the Balance Sheet, the relevance of different items contained therein and their interpretation will be discussed.

##### Session 2

**Profitability Management:** Since the objective of any business enterprise is to generate profits, in this session we will discuss the concept of profit. Profit generation is the collective responsibility of the entire organization. When the actions of the so-called non-finance persons are financially intelligent organizations make profits. Finance management is the responsibility of the entire organization, certainly not of the people in the finance department alone. Finance management involves the ability to understand the impact on the organization's bottom-line of every action. This is important for everybody to appreciate since only those acts should be done that strengthen the bottom line while avoiding those that hurt it.

##### Session 3

#### **Understanding Balance Sheets:**

Since a Balance Sheet is a very important financial statement, and leading successful businesses largely depends on the leader's ability to read Balance Sheets, this session will focus on better understanding Balance Sheets.

##### Session 4

#### **Good Finance Management:**

It is an established fact that most business failures are caused by financial mismanagement. It is imperative for an organization to survive and prosper that Good Finance Management is practised at all levels across the organization. In this session and the next we will discuss the two golden rules of Good Finance Management which revolve around 1. the ability to generate profit and 2. the ability to effectively manage cash-flows.

#### Day 2

##### Session 5

#### **Good Finance Management (continued)**

##### Session 6

**Overview of the Global Economy:** The world is currently witnessing a severe recession, perhaps the worst in the last 70 years. This session is intended for the participants to understand the factors that triggered the meltdown.

Topics to be discussed include: what is recession, what are its causes, what is its impact; what is inflation, recession, deflation, GDP; what is the role of interest rates; what is the sub-prime crisis all about and what caused it.

## Session 7

**Cash Flow Statements and the importance of Cash Management during times of uncertainty:** Profit does not mean money. Even profitable businesses can be terribly short of cash and can get into serious trouble if the cash flow cannot be effectively managed. In this session we will discuss the structure and components of a Cash Flow Statement and its importance

## Session 8

**Impact of cash flow on value creation:** This session will discuss how analysts look at cash flows, how profit related ratios are different from cash related ratios and the significance of cash flow on valuation.

**Day 3**

## Session 9

**Marginal Costing Principles**

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

## Session 10 &amp; 11

**Case Studies on Application of Marginal Costing Principles**

## Session 12

**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 decide when and how much to borrow and when not to borrow, 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.

**Day 4**

## Session 13

**Ratio Analysis**

Ratio Analysis is also a powerful control tool and helps in inter- and intra-company analysis and also in ensuring that the organisation is performing within industry norms, and if not, the steps to be taken for it to do so.

## Session 14

**Case studies on Ratio Analysis**

## Session 15

**Evaluation of Capital Expenditure Proposals -**

This session will particularly focus on the Net Present Value method of evaluating Capital Expenditure Proposals and will clarify terms like Discounted Cash Flows and the Internal Rate of Return (IRR). In this session we will also discuss the methods of financing projects.

## Session 16

### **Evaluating the health of a business through reading of a Funds Flow Statement**

How to read Funds Flow Statement 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.

### **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](mailto:inquiry@lamconschool.com). Please do visit us at [www.lamconschool.com](http://www.lamconschool.com).