

# Finance for Non Finance Professionals

## Course Objectives

After going through the course, the learner will be able to:

- Recognise the significance of numbers seen in a corporate annual report
- Connect assets, liabilities and profits of a business firm to measure its liquidity, profitability, solvency and net worth
- Identify factors that influence Rupee-Dollar exchange value
- Measure Time Value of money and apply its concept in investment decisions
- Critically evaluate the functioning of stock markets

## Who will benefit and How?

The programme is NOT planned for Finance Executives but essentially for executives working in departments, such as:

- Technical
- Planning
- Human Resources (HR)
- Marketing
- Production
- Accounting

Executives working in these areas will learn to appreciate how their individual roles become aligned to the finances of the firm in the final analysis.

## After going through the course:

- **Technical executive** understands how his work affects costing and therefore the pricing mechanism for the product
- **Planning executive** learns how to read the past trend of revenues, profits, exchange rate movements, and movements of stock prices, so as to factor each of them in his budgets
- **HR executive** learns how to estimate retirement benefits applying time value of money
- **Marketing executive** learns mechanics of product pricing
- **Production executive** learns to trace cost impact of his factory outlay on the firm's overall finances; and
- **Accounts executive** will be comprehensively benefited, as the course will show him the interrelationship between Accounts and Finance.

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## Course Outline:

- **Types** of business firms –
- Proprietorship, Partnership, Limited Partnership, Private and Public companies, Body Corporate
- Meaning of **key terms** used in Finance
- How firms **report** their business results (Contents and Analysis of Income Statement, Balance Sheet and Cash Flow Statement)
- Directors' Report – Implications for investors, lenders and creditors
- Auditor's Report – Types – Contents – Management responses
- How to check if the firm
  - I. has been meeting its debt obligations
  - II. has broken even and stayed profitable
  - III. has kept its shareholders pleased
  - IV. has been seeing growth prospects
- Sales Budgeting and Analysing variance
- How firms draw Cash Budget, Inventory budget?
- How firms manage Inventory and Receivables?
- How Finance Manager appraises and assesses Working Capital?
- How firms price their products
- How retirement benefits are estimated
- How factory floor plan affects profits
- How projects are ranked for investment, applying time value of money concept?
- How exchange rates for rupee are determined in foreign exchange markets
- How Stock markets function and how to read Finance Newspapers/Journals

## Day wise Break-up:

### Day 1:

#### Session 1:

- Entry point test
- Basics of Business Accounting System
- Meaning of key terms used in Finance

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## **Session 2 and 3:**

- How firms report their business results (Contents and Classification of Income Statement, Balance Sheet and Cash Flow Statement)
- Notes to balance sheet – their impact on reported results
- Directors' Report – Implications for investors, lenders and creditors
- Auditor's Report –Contents – Management responses
- Group Game on contents of Financial Report

## **Session 4:**

- How to read Balance Sheet and Income Statement
- How to check if the firm has
  - I. sources to meet its short-term debt obligations
  - II. structured its capital wisely
  - III. stayed profitable
  - IV. kept its shareholders pleased and shown 'growth'

## **Sessions 5 and 6:**

- Group Activity on Analysis of Financial Reports

## **Day 2:**

### **Sessions 1 & 2:**

- How firms determine break-even point?
- How firms make business decisions on:
  - (a) make or buy a product (b) product prioritisation (c) product pricing?

### **Sessions 3 & 4:**

- How Finance Manager assesses and appraises Working Capital by:
  - a) Drawing Cash Budget
  - b) Regulating Cash Balance?
  - c) Controlling Inventory and Receivables?
- Group Game in Working Capital assessment

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## **Session 5 & 6:**

- How do companies source funds for Imports and Exports? – How are Foreign Currency Exchange Rates quoted in the market? And by Banks? – Factors determining them

## **Day 3:**

### **Sessions 1 and 2:**

- Time Value of Money – (a) Ranking of Projects (b) Risk-Return Correlation

### **Sessions 3 and 4:**

- Fundamentals of Share markets – How to read share price movements

### **Sessions 5 and 6:**

- General Matters concerning Economics, Finance and Money
- Exit point test to measure learning

## **Programme Duration:**

3 –Day, Time: 9.15 a.m. to 5.15 p.m; Session duration: 65 minutes.

Tea Break: 11.30 to 11.45 a.m; Lunch Break: 12.45 to 1.30 p.m; Tea Break: 3.30 to 3.45 p.m.

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