



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

FINANCE FOR NON FINANCE EXECUTIVES



Programme Director: Prof. Manju Jaiswall



Programme Dates: November 21 - 25, 2022



Programme Venue: MDC, IIM Calcutta



INTRODUCTION

This programme is geared to develop a deeper managerial intuition for financial concepts in business. Managerial roles are increasingly getting cross functional and interdependent. Financial impact of any managerial decision making is all pervasive, with the need for a non-finance manager to assess the impact of his functional decisions on the top line (Sales) and the bottom line (Profits), becoming indispensable. As building blocks of financial analysis, financial statements are the interface provided by organizations to share information and communicate with both people inside and outside the organization. Interpreting and analysing relevant financial information in decision making contexts is important for every functional manager to contribute effectively to their own and their organization's growth and success.

OBJECTIVES:

This programme will guide the participants through concepts required to process financial information generated by organizations in an intelligent manner. It will help understand the use of cash as a proxy for creating business value and difference between cash versus profits. Understanding levers for financial performance facilitates better managerial decision making by interpreting those financial information, as every managerial decision has a certain financial implication. With increasing complexity and uncertainty in the business environment, competing profitably requires continued efforts and apt decision making competencies by business managers across functions. Optimum capital allocation by understanding cost of capital and how capital markets function.

This programme aims to make financial concepts easier to understand and interpret for managers at all levels in a firm, to elevate business knowledge and gear up for leadership positions. It would equip them with the tools and techniques covering financial reporting, cost management, and financial decision making in firms. Which of one's products or services is most profitable, would for example make the managers more cost conscious and also improve the quality of their future decisions.



PEDAGOGY

Delivery would be through a balanced mix of laying out concepts, discussions, case analysis, problem solving and applying the learning using corporate financial data.



WHO MAY ATTEND

This programme is targeted to Managers and functional heads across different functional domains like marketing, finance, operations, HR, quality control, etc. No prior working knowledge of Cost and Financial management is required.



KEY TOPICS

The program intends to cover broad working knowledge of financial reporting, cost analysis and financial management concepts from a cross functional decision making perspective to facilitate value creation. The programme will cover the following broad areas:

- Understanding Corporate Financial Statements as building blocks of Financial Communication
- Balance Sheet
- Income Statement
- Cash Flow Statement
- Analysis of Corporate Financial Statements from Annual Reports
- Overview of association between Financial statements and Market prices
- Basic Analytical tools & techniques like Horizontal & Vertical Analysis and Financial Ratios
- Applying the concepts and tools on real life companies data for Firm and Industry Analysis
- Earnings Quality – difference between Cash versus Profits and its importance in Business
- Understanding & using Cost information for managerial decision making
- Cost determination techniques like Activity based costing
- Budgeting & Variance Analysis
- C-V-P Analysis & Relevant Costing for optimal product decisions
- Overview of Indian Financial Markets and Systems
- Sources of Capital – to evaluation capital allocation
- Cost of Capital
- Working Capital Management & Short-term Financing
- Capital Budgeting & Long-term Financing decisions
- Business Valuation – to evaluate various valuation methods for potential projects



PROGRAMME DIRECTOR

Prof. Manju Jaiswall is a faculty member in the Finance and Accounting area at IIM Calcutta. She has done her M.Phil in Commerce (Gold medallist) from Calcutta University and doctorate in Management from Indian Institute of Management Bangalore. Her research interests are in the areas of Corporate Governance, Financial Reporting, Earnings Management and Mergers and Acquisitions. She teaches courses in Corporate Financial Reporting, Cost Management, Empirical Accounting Research and Financial Statement Analysis.



RESOURCE PERSONS

Prof. Sudhir S. Jaiswall is a faculty member in the Finance and Accounting area at IIM Calcutta. He has an MBA from Indian Institute of Management Ahmedabad, MS in Business from University of Rochester (USA), and M. Com (Gold Medalist) and Ph.D. from University of Calcutta. He is a Cost Accountant (ICWAI), CFA (ICFAI), and FRM (GARP, USA). He teaches Corporate Financial Reporting, Cost Management, Financial Statement Analysis, and Selected Topics in Accounting Research. His research deals with issues in Managerial Accounting, Auditing, Taxation, Corporate Governance, and Shareholder Value Creation.

Prof. Purusottam Sen has a B.S. from Birla Institute of Technology & Sciences, Pilani (India), an MBA (specialization in Financial Management) and a PhD (Fellow of IIM Calcutta) from Indian Institute of Management Calcutta (India). He is also a Chartered Management Accountant from the Chartered Institute of Management Accountants, London – of which he is a member. His focus areas are Corporate Finance, Management Accounting, and Management Control Systems.

PROGRAMME DETAILS

- **Duration:** November 21 - 25, 2022
- **Programme Commencement:** 9:00 AM on November 21, 2022
- **Programme Conclusion:** 2:00 PM on November 25, 2022
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** November 20, 2022 (6:00 pm onward)
 - **Check out:** November 25, 2022 (2:00 pm)



PROGRAMME FEES

- **Residential (R):** ₹ 110,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 100,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA'S RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).
- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.



Our correspondence address is as follows:

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in