

**Management Development Program**  
on  
**“Finance for Non-Finance Executives”**

**September 23-25, 2020**



**Program Directors:**  
**Prof. Chhavi Mehta**  
**Prof. Monika Chopra**

  
**INTERNATIONAL MANAGEMENT INSTITUTE**  
**NEW DELHI**  
*— Shaping global leaders for tomorrow —*

## **INTRODUCTION**

In the present competitive business environment profit generation and wealth maximization require sustained efforts and appropriate decision skills on the part of executives in all functions and departments. Decisions made by nonfinancial executives from various departments have significant financial implications. Therefore, it is necessary to develop a finance orientation and improve the quality of decision making.

Finance for Non-finance Executives programme is specially designed to provide basic knowledge of accounting and finance for executives working in marketing, operations, human resources, information technology as well as entrepreneurs and self-employed professionals with non-finance background. This programme provides a logical framework to gain an insight on various aspects of financial statements, capital budgeting, working capital and cost control to help managers make better strategic and operational decisions. The programme will equip the participants with appropriate skills in finance for a deeper understanding of business environment.

## **OBJECTIVES**

After attending this program, participants should be able to:

- Gain a greater understanding of the financial objectives of the organization and translate them into action in their respective functional areas;
- Work out the financial implications of their day-to-day decisions, helping take decisions that have a positive impact on financial objectives of the business;
- Make better use of resources allocated to their divisions;
- Appreciate the implications of financial decisions;
- Sharpen financial skills and competencies for business success.

## **COVERAGE**

The program will cover fundamentals of financial concepts in easy and understandable manner and include following broad areas:

- **Understanding Financial Terms and Finance Statements:**

Understanding Balance Sheet

Understanding Profit & Loss and Cash Flow Statement

- **Analysis of Financial Statements:**

Computation of Ratios

Ratio Analysis

Understanding Sector-specific Ratios

Trend Analysis

- **Cost Leadership and Competitive Advantage:**

Components of Cost and its behaviour

Cost-Volume-Profit Analysis, Breakeven Point, Margin of Safety

Using Cost for Decision Making

- **Evaluating Investment Projects:**

Time Value of Money

Investment (Capital Budgeting) Decisions

Capital Budgeting Techniques - NPV, IRR, Pay Back Period

Sensitivity Analysis, Scenario Analysis for Incorporating Risk

- **Managing Working Capital:**

Concept of Working Capital

Management of Working Capital

**Introduction to Financial Markets:**

Primary Market and Secondary Market, Money Market and Capital Market, Debt Market and Equity Market, Derivatives Market

**PEDAGOGY**

The course uses participative discussion, cases and practical assignments to achieve the learning objective. Participants are encouraged to bring their problems to the course with an objective to learn through discussion and experience sharing.

**WHO MAY ATTEND**

This is a "fundamental" program specially designed for:

- Non-finance managers (from production, sales, marketing, IT and HR areas) seeking an understanding of finance and accounting
- Heads of various Divisions and Functions
- Managers who wish to update their knowledge on the basics of Finance and Accounts
- Entrepreneurs/ Business owners

No prior knowledge or background in finance/ accounting required.

**FACULTY AND RESOURCE PERSONS**

IMI faculty members and eminent resource persons will share expertise and experience in the various sessions.

**PROGRAMME DIRECTORS:**

**Dr. Chhavi Mehta** is working as a faculty in the area of finance with International Management Institute (IMI), New Delhi. She completed her Ph.D. from Indian Institute of Technology (IIT Delhi) and PGDM from T. A. Pai Management Institute (Manipal). She has twenty-three years of diverse experience in Teaching, Training, Research and Consultancy. She teaches Financial Accounting and Analysis, Cost and Management Accounting, Corporate Finance, Business Valuation, Security Analysis and Portfolio Management and Management of Financial Services. She has published various research papers in the journals of national and international repute. She regularly conducts Executive Development Programs in finance area especially on Financial Statements Analysis, Finance for Non-finance Executives, Project Evaluation, Credit Management and Financial strategy. She has

conducted training programs at Management Development Institute (Gurgaon), IIT (Delhi) and Indian Institute of Public Administration (IIPA). She has been regularly invited by National Thermal Power Company (NTPC) to train their managers in the area of finance. She has also worked as a consultant with an education company which is an assessment auditor for NGOs. She has also worked on a research project granted by Insurance Regulatory and Development Authority of India (IRDAI).

**Dr. Monika Chopra** is a CFA from CFA institute USA. She has done PhD in Finance from Guru Gobind Singh Indraprastha University, Delhi and M.BA (Finance) with distinction from Guru Nanak Dev University, Amritsar. She has a total teaching Experience of seventeen years. She is also a regular member of CFA institute and volunteer in the core committee of CFA institute research challenge in India. Several of her cases have been published at Harvard and ET cases. She has written various research papers which have been published in national and international journals. She is also a co-author two books viz. "Financial Markets, Institutions and services" and an edited book on "Indian Capital Market: An Empirical Study." She has conducted various workshops on Finance for Non-Finance Executives and various MDPs on Issues like Business Valuation as well as organized series of National Conferences on Indian Capital Markets. Her teaching interests include, Security Analysis, Portfolio Management, Corporate Finance, Business Valuation and Financial Analysis.

#### **ADMINISTRATIVE DETAILS**

##### **Dates:**

September 23-25, 2020

##### **Venue:**

International Management Institute  
B-10, Qutub Institutional Area  
New Delhi 110016

##### **FEE**

**Non-residential:** Rs. 25,000/- per participant (plus 18% GST as applicable) covering professional fee, program kit and lunch

**Residential:** Rs. 35,000/- per participant (plus 18% GST as applicable) covering professional fee, program kit and boarding/lodging (airconditioned single room) from noon of **September 22, 2020** till noon of **September 26, 2020** at IMI Campus.

##### **Group Discounts**

- 10% discount on fee amount is available in case an organization nominates 2 or more participants to the program.
- 20% discount on fee amount is available in case an organization nominates 4 or more participants to the program.

Fee is payable in advance by way of local cheque/DD in favor of "**International Management Institute**" payable at New Delhi or through direct electronic fund transfer to IMI Bank Account, as per following details:

Allahabad Bank Account Number: 50123177738  
MICR Code: 110010007, IFSC Code: ALLA0211083  
Pan No. AAAT10972K; GST No. 07AAATI0972K1ZJ

Please mention the program name while making payment through electronic fund transfer.

## **REGISTRATION**

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. **In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed.** However, substitute(s) may be permitted with prior intimation.

## **CERTIFICATE OF PARTICIPATION**

A certificate of successful participation by International Management Institute (IMI) will be issued to each delegate at the culmination of the program.

## **ABOUT IMI**

International Management Institute (IMI) is India's first corporate sponsored Business School founded in 1981 with the original campus in New Delhi. The corporate sponsors included RPG Enterprises (lead sponsor), ITC, Nestle, Tata Chemicals, British Oxygen, SAIL, and Williamson Magor. It was set up in collaboration with the then IMI Geneva, now IMD Lausanne. Subsequently two other campuses were set up in Kolkata (2010) and Bhubaneswar (2011). In the last several years, IMI New Delhi has been consistently ranked in the top 10-15 Business Schools in the country and among the top 5 private Business Schools. It is accredited by the UK based Association of MBAs (AMBA), one of the top three international accreditation bodies for Business Schools globally.

IMI New Delhi has global linkages with leading schools in Europe, North America, and Asia. The Institute currently offers the PGDM, PGDM-HRM, PGDM-Banking & Financial Services, Executive PGDM and FPM (doctoral program). In addition, it has built a vibrant Executive Education vertical offering training to management professionals from the corporate world. The Institute has been empaneled by the Government of India to train participants from developing countries under the International Technical & Economic Corporation (ITEC) program of the Ministry of External Affairs.

IMI New Delhi puts a strong focus on high quality research by its faculty leading to publications in international peer reviewed academic journals. Its faculty have PhDs from top international and national universities/institutes, with many of them also having significant corporate experience.

***For registration/any other information, please contact:***

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