

**Certificate Programme on
Finance for Non Finance Professionals**

**6 Fridays, April 12, 19, 26, May 3, 10 and 17, 2019
9.30 a.m. to 5.00 p.m.**



Venue: AMA Seminar Hall, AMA Complex, Torrent-AMA Management Centre, Core-AMA Management House, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015.

BACK GROUND : Finance is the life blood of business. Strong knowledge of finance is necessary for success in the current business environment. The development of core finance skills is integral in creating an high performance culture.

OBJECTIVES : Understand the field of finance; Improve quality of decision and execution by using the finance management tools; Understand the financial environment and the Indian financial system

METHODOLOGY : 1). Interactive lectures; 2). Case studies; 3). Examples and illustrations; 4). Experience sharing

FOR WHOM : Non Finance professionals; Small and Medium Enterprise Professionals; Senior management Executives; Consultants; Functional executives; Profit centre and SBU heads; Students wanting to learn Finance

COURSE OUTLINE

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| 1. Financial Objective for a business | 9. Long term and Short term Financing |
| 2. The Indian Financial System | 10. Valuation |
| 3. Financial Analysis | 11. Mergers and Acquisitions |
| 4. Cost Volume Profit Analysis | 12. Dividend Decisions |
| 5. Budgeting and Profit Planning | 13. Tax Planning |
| 6. Capital Budgeting | 14. Legal and Regulatory issues |
| 7. Working Capital Management | 15. Case Studies |
| 8. Capital Structure and Cost of Capital | |

Faculty : The course will be conducted by **Mr. A. R. Parasuraman**, M.Com., FCMA, ACS, DMS, MFM (JBIMS). He has presented management seminars for over 1000 multinational, national, and public and private sector companies in India. Mr. Parasuraman has 20 years of industrial experience in Electronics, Power, Textiles, Pharmaceuticals and TATAS.

Fee : Rs.9,000/- per participant inclusive of GST. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.' **If you wish to avail GST Credit, please provide your GST Number. Tax Invoice will be issued on receipt of your GSTN.**

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Registration Form: Please fill-in and return this form along with participation fee to :
Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.
Phone: 079-26308601-5 • Mob.: 9537407187, 7069940917, 7203030990 • E-mail: ama@amaindia.org
Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org.

Name(s)	Designation
1.	
2.	
Organisation:	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address:	
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Phone:	Mobile:
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