

Programme on

Financial Analysis for Business Decisions

Friday & Saturday, August 18 & 19, 2017 • 9.30 a.m. to 5.00 p.m.



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

- Background** : Corporate Executives have a variety of responsibilities such as Purchase, Marketing, Production, HR, Systems, R&D etc. The common denominator of all these diverse role functions are to arrest income leakage and maximise profits. Any managerial function should contribute to profits. Therefore every manager must understand the financial implications of the operating decisions.
- Objective** : Upon completion of the programme each participating manager/executive should be able to relate his function with the final pay off in financial terms.
- Methodology** : Lectures; Case Studies; Examples; Experience Sharing
- For whom** : Production Executives; Marketing Executives; Purchase Executives; Project Executives; All Executives involved in Decision Making
- Contents** :
• **Financial objective for the Business**
• **Financial Statement Analysis:** P&I Statement Analysis; Balance Sheet Analysis; Funds Flow Analysis; Ratio Analysis
• **Financing a Business:** Equity Financing; Debt Financing; Planning the Capital Structure; Cost of Capital
• **Capital Budgeting and Financial Analysis:** Capital Expenditure Evaluation; NPV Technique; IRR Technique; Pay Back Method; Risk and Uncertainty
• **Working Capital Management and Financial Analysis:** Managing Inventory; Managing Outstanding; Managing Cash; Managing Creditors; Forecasting Working Capital Needs
• **Financial Analysis and Product Decisions:** Cost Concepts; Marginal Costing; Breakeven Analysis; Financial Planning and Budgeting; Standard Costing; Activity based Costing; Strategic Cost Management
- Faculty** : The programme 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.3200/- per participant inclusive of Service Tax. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch and refreshment. The cheque may please be drawn in the name of '**Ahmedabad Management Association.**'

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Registration Form:

Please fill-in and return this form along with participation fee to:

Ahmedabad Management Association, AMA Complex, Dr. Vikram Sarabhai Marg,

Ahmedabad 380 015, Phone: 079-26308601-5 • Mobile: 9537407187, 7069940917

E-mail: ama@amaindia.org • Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org

Name(s)	Position
1.	
2.	
Address:	
Pin Code:	
Phone:	Mobile
E-mail: <input type="text"/>	