



Programme on Finance for Non Finance Professionals

Thursday & Friday, July 6 & 7, 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

- BACK GROUND** : Technical and functional skills alone are not sufficient for success .Strong financial skills can make a difference between success and failure in today’s business environment.
- OBJECTIVES** : To develop financial skills so that professionals from different functions can understand the financial implications of the decisions they take in an organisation
- METHODOLOGY** :
 1. Interactive lectures
 2. Case studies
 3. Examples and illustrations
 4. Experience sharing
- FOR WHOM** : Technical and production executives; Contract professionals; Business development executives; Sales and marketing professionals; Engineers; Procurement professionals; Project professionals; HR professionals
- COURSE OUTLINE** :
 - Basics in finance and accounting
 - Profit and loss account; Balance sheet
 - Financial statement analysis through ratios
 - Sources of finance
 - Working capital Management
 - Basics of Cost analysis; Budgeting
- 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.
- REGISTRATION FEE:** Rs.3000/- per participant. Fee includes course fee, cost of reading material, lunch and refreshments. 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, Ahmedabad 380015.
Phone: 079-26308601-5 • **Mobile:** 9537407187, 7069940917 • **E-mail:** ama@amaindia.org
Website: www.amaindia.org • **Android Mobile App:** AMA-Ahmedabad amaIndia.org

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