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AHMEDABAD MANAGEMENT ASSOCIATION®

Programme on

Managing Cash Flows

Friday & Saturday, July 28 & 29, 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

CONTEXT : Cash flow management is very important for the smooth operations of a business and for its profitability. There is a need to develop a conceptual framework for productive management of cash flows and review practices in this area.

OBJECTIVES :
- Develop policies and systems for productive management of cash flows
- Efficient and effective management of operating cycle and cash flows
- Understand cash flow control
- Develop sustainable strategies for short term liquidity management and financial emergencies
- Develop strategies for financing
- Find out how materials, inventory, receivables, cash management impacts cash flows

METHODOLOGY : Interactive lectures; Case studies; Examples and illustrations; Experience sharing

FOR WHOM : The programme will be of immense value for finance executives, treasurers, cash managers, controllers, financial analysts, bank executives, and others involved in cash flow management

COVERAGE :
- Basic concepts
- Cash control
- Operating cycle analysis
- Inventory management
- Receivables and creditors management
- Cash management
- Policies affecting liquidity
- Financing
- MIS for cash flow management

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.'

Programme on Managing Cash Flows **July 28 & 29, 2017**

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

Name(s) Position

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Organisation:

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