

# Programme on Finance for Non-Finance Executives

Tuesday, October 16, 2018 (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

Many of the corporate executives working in areas like Marketing, Operations, HR and Public Relations / Communications find it a bit difficult to understand the meaning and implications of certain financial terms and concepts.

Similarly people managing family businesses need help in understanding financial concepts before taking decisions about raising finance for the business and ensuring profitability of the enterprise.

The program "FINANCE FOR NON-FINANCE EXECUTIVES" will help the participants to understand various financial concepts like the following:

- Whether the business firm's liquidity position is satisfactory
- Whether the business is solvent and have adequate capacity to service the debt
- What is the difference between revenue expenditure and capital expenditure?
- What is meant by Gross Profit, EBITDA, Operating Profit and PAT?
- Whether the business generates enough Return on Equity.
- What is meant by Break Even , Variable Cost, Fixed Cost and Marginal Cost?

The concepts will be explained in simple language with relevant examples so that the people from non-finance background can easily understand and apply them to their business operations.

## CONTENTS OF THE PROGRAM:

1. Types of Finance required for business
2. Introduction to Financial Statements
3. Understanding Balance Sheet
4. Profit and Loss Account or Operating Statement
5. Cash Flow Statement and its importance
6. Corporate financial statements included in Annual Report
7. Significance of Ratios like Current Ratio and Debt Equity Ratio
8. Tracking performance through ratios like EBITDA Margin, ROE etc.
9. Some important stock market ratios like EPS, P/E and P/BV
10. Break Even Analysis and Marginal Costing.

**FACULTY: Mr. K. RAJASEKARAN.** He has been Senior Banking Executive with STATE BANK OF TRAVANCORE and GLOBAL TRUST BANK LTD. He was formerly Professor / HOD of Banking and Finance at Chennai Business School.

**FEE :** Rs.1600/- per participant. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour 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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October 16, 2018

### Registration Form:

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

**Ahmedabad Management Association, AMA Complex, Ahmedabad 380015.**

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**Website:** www.amaindia.org • **Android Mobile App:** AMA-Ahmedabad amaIndia.org

Name(s)	Position
1.	
2.	
Organisation:	
<b>GST No.:</b>	AMA GST No.: <b>24AAATA 5881D1Z0</b>
Address:	
	Pin Code:
Phone:	Mobile:
E-mail:	<input type="text"/>