

Workshop on **Finance for Non-Financials**



Venue:
Brickwork Finance Academy
Bangalore



Brickwork Finance Academy
www.bfa-india.org

Workshop on Finance for Non-Financials

Non-financial managers to the use of basic financial information in making better short-term or long-term decisions in managing their business. Managers will understand financial information, particularly the balance sheet, profit and loss account and cash flow statement. Thus, participants will be better able to manage their businesses' revenues, costs, profits and cash. Participants will also be able to use their new financial knowledge to make more effective decisions.

This course is designed to provide those with little or no financial background with the ability to understand and utilize financial information. The objective of this workshop is to allow managers who already have varying degrees of accounting and finance experience the opportunity to clarify issues, study recent developments, and re-examine the logic of methodologies used in financial decision making.

Managers and senior executives who wish to have a general understanding of the role of accounting and finance which will enable them to improve their financial performance.

Programme

Session 1

9:00am - 10:30am

Introduction

- What is Value Creation
- What is Finance
- Basic Principles and Customary Terms used in Financial Statements
- Assessing and Using Financial Information
- Being Aware of Financial Information When Making Decisions
- Financial Accounting General Notions
- Using Financial Reports
- Costs and Its Importance in Decision Making Process

10:30am - 11:00am

Tea Break

Session 2

11:00am - 12:30pm

Financial Reports:

- Profit & Loss
- Balance Sheets
 - Sources and uses of cash
- Cash Flow Statements, why is accounting profit different from cash flow
- Fund Flow Statement
- How to recognize "Red Flags"

12:30pm - 1:30pm

Lunch

Financial Analysis & Project Evaluation:

Ratio Analysis

- Profitability
- Efficiency
- Solvency
- Investment

Financial Analysis

- Key Performance Indicators
- Understanding & Interpreting financial statements

Project Evaluation

- The Time Value of Money
- The Discounted Cash Flow Model - NPV, IRR

3:00pm - 3:30pm

Tea Break

Session 4

Evaluating performance of organization:

Costing

- Cost Concepts and Cost Behaviour
- Cost Drivers
- Cost Reduction Strategies
- Relevant Costs
- Cost Management
- Relevance of cost behavior - Fixed & Variable
- Break Even Analysis

Elements of Budgeting

- Overview of planning process
- Interrelationship of budgets
- Use of budgets
- Methods of budgeting
- Relevance of assumptions
- Checklist of budget preparation

Learning Outcome

- Understand and analyze the contents of financial reports
- Identify and use appropriate key financial performance indicators
- Effectively use financial data for decision making
- Confidently and effectively interact with accounting and finance specialists

Faculty Profile

Vivek Kulkarni, Managing Director, Brickwork Ratings

Vivek is also the Visiting Professor in Finance at the Indian Institute of Science, Bangalore.

Vivek has over 25 years of experience in Business and Government. As the IT & BT Secretary, he was instrumental in building world-class IT & Biotech institutes and events in Karnataka. Prior to this, he was the Finance Secretary (Resources) of Karnataka. He was Division Chief SEBI, a regulator of capital markets, and Head of Advisory Services in CRISIL - a rating agency now taken over by S&P, where he developed the first risk assessment model for Indian mutual funds. Vivek is also a Director as well as Chairman of the Technology Committee on the Board of the Bombay Stock Exchange, the oldest exchange in India. Vivek is the Chairman and CEO of Brickwork India, a knowledge process outsourcing company in Bangalore.

He was an adjunct faculty in finance with the Indian Institute of Management, Bangalore. Vivek has taught MBA and executive MBA programs both in India and abroad. His research interests are in risk management in commercial banks, investment banks and corporates. He has published in Financial Analysts Journal of the CFA Institute, Economic & Political Weekly as well as prominent finance newspapers. Vivek is an expert in derivatives and risk management. Vivek is a gold medalist in Bachelor of Engineering from Karnataka University and also an MBA in Finance & Information Systems from the Wharton School, University of Pennsylvania.

K C Holla, Vice-President, Brickwork Ratings

Graduated from Bhandarkar's College, Coondapur, in 1970; Completed CAIIB while working for a Public Sector Bank; Attained the Cadre of Assistant General Manager; Completed 36 years of successful tenure in the banking sector; worked for one year in a leading private sector bank. Sharing knowledge and training people are hobbies. Forex, General Banking & Factoring are his areas of interest and passion.

Veena Dixit, Asst. Professor, Brickwork Finance Academy

Has done Master of Philosophy (M.Phil) in Management from Christ University, Bangalore. MBA, Finance from ICFAI Business School, Bangalore.

She was an Asst. Professor and Program Manager in Adarsh Business School, Visiting Faculty for Christ University, Case Writer ICFAI Centre for Business Research and Analyst in Ocwen Financial Services Pvt. Ltd., Bangalore.

Venue:

Brickwork Finance Academy

3rd Floor, Raj Alkaa Park, 29/3 & 32/2, Kalena Agrahara
Bannerghatta Road, Bangalore – 560 076.

Fees:

The workshop fees are Rs. 4500/- for one day.
Snacks and lunch will be provided at the venue.

Cheque/DD should be in favor of **Brickwork Finance Academy** payable at Bangalore.

About Brickwork Finance Academy

Brickwork Finance Academy (BFA) is a center that that imparts knowledge in the field of Finance. The academy has its services spread over five areas focused on the financial sector such as Research, Seminar/training, Certification program, Wealth management research, Consulting services.

What began as a fairly contained deterioration in portions of the U.S. sub prime market has metastasized into severe dislocations in broader credit and funding markets that now pose risks to the macroeconomic outlook in the United States and globally. Brickwork Finance Academy intends to play a vital role in educating young professionals in field of finance by imparting knowledge on the current happenings and the challenges faced by the financial sector.

BRICKWORK WORKSHOP

Advanced Financial Management for Managers

Basel II and Risk Management

Corporate Finance & Valuation

Corporate Governance & Financial Strategy

Credit Appraisal, Monitoring, Credit Rating

Credit Risk & Portfolio Management

Distressed Asset Valuation

Equity Research and Analysis

Evaluation of Mutual Funds

Excel Models for Finance Managers

Finance for Non Financial Managers

Financial Due Diligence

Financial Literacy

Financialisation and Role of Finance Manager

Forex Hedging & Export Finance

International Financial Markets

Merger & Acquisition Analysis

Practical Finance - What they don't teach in B-Schools

Risk Management for Financial Institutions

Security Analysis and Portfolio Management

Term Lending and Project Appraisal

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