

Programme Director

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Fee : ₹ 34,000/-
(US \$ 1495) +
Applicable Service Tax

FINANCE FOR NON-FINANCE EXECUTIVES

Programme Overview

As executives move up the corporate hierarchy, they need to develop an understanding of the numbers that drive business. This programme is designed to enable executives to develop a profit orientation and understand the difference between cash flow, profits and profitability. A major learning of the programme is to interpret the informational content of financial statements and understand their connection with the managerial decisions. The emphasis will be on making the contents relevant to the participants' own business environment. The programme would also enable the participants to understand how to use financial information in evaluating the impact of operating decisions on the bottom-line. The concept of shareholder value creation and its linkages with managerial decisions, will also be covered.

Impact

- ◆ More effective communication with the finance executives
- ◆ Analyse the impact of managerial decisions on the profitability of the business
- ◆ Understand the power of numbers in driving business performance

Participant Profile

Senior executives from non finance functions such as marketing, operations, technical, HR, Legal and IT, who would like to enhance their knowledge of finance and obtain practical insights into the subject. The programme is also applicable for those executives who are responsible for achieving performance targets and take decisions based on financial information.