

# **FINANCIAL MANAGEMENT AS GROWTH ENABLERS**



**Administrative Staff College of India, New Delhi Centre**

**Date: 13 – 14 June, 2023**

**Venue: Administrative Staff College of India, New Delhi Centre  
C-24, Qutab Institutional Area, New Delhi, 110016, Delhi, India**

## Introduction

Over the last one and a half decade, the financial landscape has changed – immensely. The world underwent a major crisis directly related to our topic of the Programme. Suddenly people were talking about balance sheets, mark-to-market accounting, and liquidity ratios more than ever

Subsequently, the financialization of the world also changed what was discussed inside companies: how the company was doing financially, how it could best be evaluated, and what financial issues managers and employees as individuals needed to consider. This calls for an understanding of financial management.

Financial management in a company is governed by the principle that it must protect the economic interests of the investors and shareholders and ensure business growth. Apart from securing their interests, financial managers are also expected to provide a more significant ROI that generates more wealth for all shareholders and stakeholders.

Hence, a familiarity with the discipline of finance will help operating managers to deliver outcome in most cost-effective way, ensuring better profitability for the organization.

With financialization of the companies around the world, performance metrics are dominated by financial metrics; financial assets are more preferred than real assets and there is stiff competition to surge ahead to achieve growth. Financial management helps in achieving growth by investing in right assets at less cost of financing and ensuring better return – in the process evaluates the projects in more stringent terms.

The role of financial management in sustainable business growth requires companies to strike a balance between optimizing short-term returns and managing long-term risks.

Financial management is responsible for monitoring financial performance, analysing cash flow, forecasting future spending, and identifying cost reduction opportunities. Needless to mention, company executives taken together deliver results, not one or two section of employees and managers. Therefore, there is a need to develop a level playing field in knowledge among operating executives in the area of financial intelligence.

### What do we mean by financial intelligence?

It is not an innate ability that one either have or don't. Some people might be better at numbers than

others, and a few legendary folks seem to have an intuitive grasp of finance that eludes the rest of us. People who work in finance acquire these skills early on which carries them into the rest of their careers; enabling them to talk with one another in a specialized language that can sound like Greek to the uninitiated. Most senior executives (not all) either come out of finance or pick up the skills during their rise to the top, solely because it is tough to run a business unless one knows the financial language and its meaning.

Managers who do not become acquainted with work of finance, may often have been out of luck – lost opportunities – if not relegated to the sidelines. Fundamentally, financial intelligence boils down to four distinct skill sets, as listed below:

- **Understanding the Foundation** – Managers who are financially intelligent understand the basics of financial measurement. They can read an income statement, a balance sheet, and a cash flow statement. They know the difference between profit and cash. They understand why the balance sheet balances. The numbers neither scare nor mystify them.
- **Understanding the Art** – Finance and accounting are an art as well as a science. The two disciplines must try to quantify what can't always be quantified, and so must rely on rules, estimates, and assumptions. Financially intelligent managers are able to identify where the artful aspects of finance have been applied to the numbers, and they know how applying them differently might lead to different conclusions. They thus are prepared to question and challenge the numbers when appropriate.
- **Understanding Analysis** – Once we have the foundation and an appreciation of the art of finance, we can use the information to analyze the numbers in greater depth. Financially intelligent managers don't shrink from ratios, return on investment (ROI) analysis, and the like. They use these analyses to inform their decisions, and they make better decisions for doing so.
- **Understanding the Big Picture** – Finally, although we think that everyone should understand the numbers side of business, we are equally firm in our belief that numbers can't and don't tell the whole story. A business's financial results must

always be understood in context—that is, within the framework of the big picture. Factors such as the economy, the competitive environment, regulations, changing customer needs and expectations, and new technologies all affect how we should interpret numbers and make decisions.

## Duration of the Programme

13 – 14 June, 2023

## Faculty

The faculty for the programme will be professors from Administrative Staff College of India (Hyderabad Centre and New Delhi Centre); professionals from the industry and from the network institutions of ASCI.

## Key Takeaways

- Use the information from the programme in the job situation - to improve cash flow, to analyse the next big project, to assess company's results;
- Enrich one's experience of job and appreciate the company's performance notably. We will see executive managers, and leaders can see the link between financial results and their job. Suddenly, they seem to have a better idea of why they are carrying out a particular set of tasks.

## Methodology

Financial intelligence is not limited to listening to lectures and learning through case studies. Like most disciplines and skill sets, it must not only be learned, it must also be practiced and applied. Accordingly, on the practical side we hope and expect the participants will prepare to take actions as the following:

- **Speak the language:** Finance is the language of business. Whether we like it or not, the one thing every organization has in common is numbers and how those numbers are tabulated, analysed, and reported. One needs to use the language to

be taken seriously and to communicate effectively. As with any new language, one might not speak it fluently at first. Never mind that, instead we should jump in and try something. Experience breeds confidence.

- **Ask questions:** We will ensure participants look at financial reports and analysis with a questioning eye. It is not that we think anything is necessarily wrong with the numbers they will see. We believe it is tremendously important to understand the what, why, and how of the numbers we are using to make decisions. Since every company is different, sometimes the only way to figure out all those parameters is to ask questions.

## Who should attend this program?

Middle level executives in Business, industry, government, and non-government organizations charged with strategic planning and management of an individual/company's finances to better align their financial status to the organization's goals and objectives.

## Certificate of Participation

The College issues a Certificate of Participation on conclusion of the programme.

## Programme Fee

Rs. 20,000/- plus GST as applicable (presently 18%) per participant.

## Bank Details

<b>Bank Name</b>	State Bank of India
<b>Address</b>	Bellavista Branch, Raj Bhavan Road Somajiguda, Hyderabad 500082
<b>Beneficiary Name</b>	Administrative Staff College of India
<b>Bank Account Number</b>	62090698675
<b>IFSC Code</b>	SBIN0020063

## Programme Schedule

	<b>Session No</b>	<b>Topic</b>	<b>Content</b>
<b>Day-1</b>	<b>Session I</b>	The Art of Finance – and why it matters	Finance and accounting trials to quantify aspects of business through rules, estimates and assumption
	<b>Session II</b>	The many dimensions of profit and loss account and balance sheet	The Balance Sheet Reveals the most – Profit is an estimate
	<b>Session III</b>	Cash is King – understand Cash Flow in a company	Knowing company’s cash situation will help one understand what is going on now, where the business is headed, and what senior management’s priorities are likely to be
	<b>Session IV</b>	Ratios -what numbers really tell you	How to calculate Return on Investment
<b>Day-2</b>	<b>Session I</b>	Enhancing and sustaining Growth of Company	Capital Investment Decisions- arriving at NPV and IRR.
	<b>Session II</b>	Applied Financial Management	Management of Working Capital
	<b>Session III</b>	Creating Financially Intelligent Company	Financial Literacy and Corporate Performance
	<b>Session IV</b>	Understanding Market Metrics	How to look at different market metric: Price Earnings Multiple; Price to Book Value and PE (TTM)



## ABOUT ASCI

ASCI is the first Management Development Institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward with a strong alumni of over 1,63,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2023-24.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



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ADMINISTRATIVE STAFF COLLEGE OF INDIA

C-24, Institutional Area, South of IIT Behind Qutub  
Hotel, New Delhi - 110016. India

Nomination Form  
**Financial Management as Growth Enablers**  
(13 – 14 June, 2023)

**Nominee's Contact Information**

Name (Mr/Ms)	:	_____
Designation	:	_____
Organisation	:	_____
Address	:	_____
Phone(s)	:	Office: _____ Mobile: _____ Home: _____
e-mail	:	_____

**Sponsors Details**

Name of the Sponsoring Authority:	_____ :	_____	Designation:	_____
Organisation	:	_____		
GSTIN Number:		_____		
Address	:	_____		
		_____	Pin code:	_____
Phone(s)	:	Office: _____	Mobile:	_____
e-mail	:	_____		

**Fee particulars**

Amount Payable:	Mode of Payment (DD/Ch/NEFT):
Name of the Bank:	Date of Instrument/Transfer:
Instrument Number:	UTR Number for NEFT

**NOTE:** Forward nomination form to:

Mr. MP Vijaykumar – +91 9958946421; [vkumar36@rediffmail.com](mailto:vkumar36@rediffmail.com)

Ms. Reine Twinkle – +91 8787812194; [reine@asci.org.in](mailto:reine@asci.org.in)

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