

Programme on Demystifying Finance for Strategic Decisions

(23 - 27 September, 2024)



Administrative Staff College of India

(accredited as उत्कृष्ट by Capacity Building Commission, GoI)

PROGRAMME OVERVIEW

In today's ever-evolving and interconnected business landscape, possessing fluency in financial terminology is a crucial asset for achieving success. As executives progress through the corporate hierarchy, it becomes imperative for them to develop a deep understanding of the numerical foundations that drive organisational performance. Our meticulously crafted programme, "Demystifying Finance for Strategic Decisions," is specifically designed to unravel complex financial concepts and nurture a nuanced comprehension of how numerical dynamics permeate and influence various aspects of corporate activities.

A pivotal feature of this programme lies in empowering participants to adeptly interpret the informational essence embedded within financial statements and recognize their intricate interplay with strategic managerial decisions. Throughout the programme, our primary focus is on contextualizing the content to ensure its utmost relevance within the unique business environments of the participants. By the conclusion of this comprehensive learning experience, participants will have gained the competencies necessary to leverage financial information discerningly, enabling them to effectively evaluate the implications of operational choices on the organization's bottom line. Moreover, the programme delves into the profound concept of shareholder value creation. Thus, it aligns with the importance of financial fluency, decoding complex concepts, and providing participants with practical tools to make informed decisions in their specific business contexts.

IMPACT

1. Understand the key elements of Statement of Profit & Loss, Balance Sheet, and Cash Flow Statements.
2. Experience the power of numbers in driving business performance.
3. Analyze and Interpret Financial reports and know the liquidity, Solvency, Profitability and Turnover position.
4. Explore the impact of managerial decisions on the profitability of the business.
5. To Build an analytical aptitude using case studies
6. Effective communication with the finance executives

CONTENT

1. Overview of Statement of Profit & Loss, Balance Sheet, and Cash Flow Statements
2. Understanding the role and significance of each financial statement
3. Identifying key financial metrics and their implications
4. Exploring the quantitative foundations of business performance
5. How numbers drive decision-making and strategic choices
6. Real-world examples and case studies to illustrate numerical impact.
7. Liquidity and Solvency Analysis, Delving into liquidity ratios and their interpretation.
8. Understanding solvency ratios and their impact on long-term stability
9. Case studies to apply liquidity and solvency concepts.
10. Profitability and Turnover Metrics, Examining key profitability ratios and their relevance.
11. Understanding turnover ratios and their implications on efficiency
12. Analyzing financial reports to assess profitability and turnover position.
13. Managerial Decision-Making and Financial Impact

14. Exploring how managerial decisions influence financial outcomes.
15. Case studies on operational choices and their impact on the bottom line
16. Strategies to align operational decisions with financial goals.
17. Building Analytical Aptitude through Case Studies
18. Hands-on case studies to develop analytical skills.
19. Applying financial knowledge to solve real-world business challenges.
20. Group discussions and presentations to enhance problem-solving abilities.
21. Shareholder Value Creation, Understanding Shareholder Value
22. Analyzing case studies on successful shareholder value creation
23. Effective Communication with Finance Executives
24. Enhancing communication skills with financial stakeholders
25. Bridging the gap between finance and non-finance functions
26. Role-play scenarios for effective communication in financial discussions.
27. Integration of Financial Acumen in Decision-Making
28. Developing a holistic understanding of financial implications

PARTICIPANT PROFILE

Designed for executives and senior executives from non-finance functions, including marketing, operations, technical, HR, legal, analytics, and IT. It is particularly suitable for those individuals who are eager to enhance their financial acumen, enabling them to make informed decisions and contribute effectively to overall business strategies. The programme also caters to managers, team leaders, entrepreneurs, and small business owners who are responsible for managing teams or departments and wish to gain a deeper understanding of the financial aspects related to their areas of responsibility. By aligning their decision-making with the financial goals of the organisation, participants will be better equipped to drive success and achieve desired outcomes.

Organisational sponsorship is essential

VENUE

The programme is fully residential and the participants will be accommodated in air conditioned single occupancy rooms. The college does not provide accommodation for the family. The college is Wi-Fi enabled in a comprehensive way.

DURATION

The programme duration is 5 days starting from **September 23-27, 2024**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 69,500/- (US \$1086 for foreigners) plus GST as applicable, presently 18% per participant. The fee covers tuition, board and lodging, courseware (in electronic form), and other facilities of the College including internet usage.

Non-Residential Fee: Rs.59,500/- plus GST as applicable, presently 18% per participant. The fee covers tuition, courseware (in electronic form) working lunch, and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before **September 20, 2024**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (**Prg/24 - 25/1/81**) to poffice@asci.org.in for confirmation.

Bank details are given below:

For Indian Participants:

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

For Foreign Participants:

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082.
Country	India

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominees' medical coverage in the event of hospitalization

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nominations is **September 09 2024**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

September 16, 2024. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of the College programmes will automatically become members of the ASCI alumni association.

CERTIFICATE OF PARTICIPATION

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

Programme Director

Dr. Mohd Mujahed Ali
Email: mmali@asci.org.in

Administrative Staff College of India (ASCI) is taking all the precautionary measures and following all the norms (in light of COVID 19) to provide a safe environment for the participants who are visiting our Campus to attend the Training Programmes.



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 1,69,000. 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 2024-25.

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.



Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad - 500 082, India.

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College Park Campus

ASCI, Road No.3, Banjara Hills,
Hyderabad-500 034, Telangana, India
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Delhi Campus

ASCI, C-24, Institutional Area, South of IIT
Behind Qutub Hotel, New Delhi-110016.
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Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

Nomination Form

Programme on

Demystifying Finance for Strategic Decisions

(September 23 - 27, 2024)

Nominee's Contact Information

Name (Mr/Ms)	:	_____	Date of Birth:	_____
Designation	:	_____	Qualification:	_____
Organisation	:	_____		
Address	:	_____		
Phone(s)	:	Office: _____	Mobile: _____	Home: _____
e-mail	:	_____	Fax:	_____

Sponsors Details

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

Fee particulars

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

Medical Insurance:

Name of the Insurance Agency	Policy Number	Validity upto
_____	_____	_____
Note: Coverage should be available in Hyderabad, India.		

Signature and Official Seal of the Sponsoring Authority:

NOTE: Forward nomination form to: **Mr. G. Sreenivasa Reddy, Programmes Officer,** Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone: 0091-40-66534247, 66533000, Mobile: 9246203535, Fax: 0091-40-66534356, e-mail: poffice@asci.org.in