



adani  
University



# Finance for Non-Finance Professionals

Batch - 6  
MDP on

6403 265 25  
0191 777 54  
8636 679 23  
8581 177 71  
0758 675 70  
0558 682 94





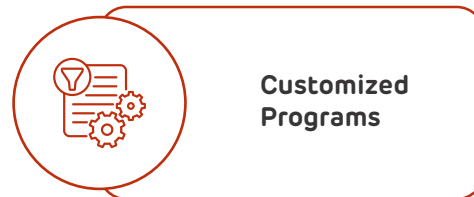
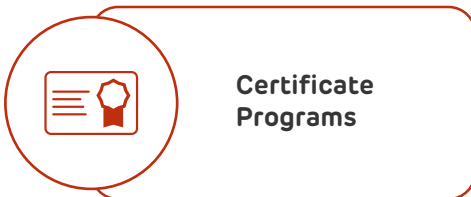
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## Adani University – Centre For Continuing Education (AU-CCE)

Adani University is a research-intensive educational institution set up to empower by focusing on real-world problems and contributing to global sustainability. With its futuristic & inspirational thought leadership from Adani Group, we aim at trans-disciplinary excellence.

AU-CCE (including Executive Education) is poised to enable, empower, and enhance your learning appropriate to your profession. The Centre offers a wide spectrum of programs, that are specifically designed for practicing managers, at various points in their careers, helping them up-skill and progress, and be the leader that their organization, needs them to be. These programs are designed and delivered by a rich pool of distinguished faculty, industry experts, and highly experienced practitioners, to meet various learning requirements of practicing managers.

AU-CCE brings to you the gamut of global experiences, and current knowledge trends through its various programs as below:







## About the Program

Technical and functional skills alone are not sufficient for success. Strong financial skills can make a difference between success and failure in today's business environment.

Centre for Continuing Education at Adani University is launching this two-day program which would enable professionals, especially from functional areas such as Sales, Marketing, Production, Procurement, Operations, etc. to gain an extensive working knowledge of finance principles in an easy manner enabling them to make critical business decisions involving cost-reduction, budgeting, projects forecast, growth strategies etc. Participants would be able to understand and analyze financial statements.



## Program Contents

### **Module-I: Basics of Financial Accounting**

- Understanding Financial Statements
  - Balance Sheet
  - Profit & Loss Statement
  - Cash Flow Statements
- Profit Vs Cash
- Reading Financial Statements
- Reading Key Accounting & Financial Ratios including ROCE, ROI, ROA

### **Module-II: Managerial Accounting**

- Cost concept and cost classifications
- Marginal Costing
- Cost-Volume-Profit Analysis and Break-even Analysis
- Relevant costing for managerial decision-making

### **Module -III: Working Capital Management**

- Managing Cash / Inventory and Receivables
- Working capital cycle
- ABC Analysis – Method of Inventory Control and Management

### **Module -IV: Capital Budgeting**

- Capital Budgeting Techniques
  - Net present value
  - Pay-Back Period
  - Internal rate of return

## Learning Objectives:

- To develop financial skills so that professionals from different functions can understand the financial implications of the decisions they take in an organization.
  - To Understand and analyze financial statements and be in a better position to discuss relevant financial issues with finance managers/stakeholders.
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## For Whom

This program would be useful for executives and entry-level managers having work experience less than 10 years from non-finance functions like:

- Techno-commercial
  - Sales and marketing
  - Manufacturing
  - Human resources
  - Business development
  - Projects, etc.
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## Engagement Model





## Faculty



### Dr. Riya Mehta

Dr. Mehta is an assistant professor at Adani University in Finance and Accounting. She has completed her Ph.D. from the Institute of Management Nirma University in Value and Size Anomalies: A Study of the Indian Stock Market. She has done her MBA with a specialization in Finance from Gujarat Technological University.

She has worked as a visiting faculty at Amity Global Business School and GLS University. Dr Riya has been awarded "Rajiv Gandhi Yuva Sanman-2012" as a meritorious student of Ahmedabad.

She has been authoring many journals and co-author many book chapters.



## When & Where?

|                                                          |   |                                           |
|----------------------------------------------------------|---|-------------------------------------------|
| Date                                                     | – | Thursday & Friday, December 19 & 20, 2024 |
| Timings                                                  | – | 10.00 am to 5.00 pm                       |
| Mode                                                     | – | On-Campus                                 |
| Venue                                                    | – | Adani University Campus, Shantigram       |
| Last date to register: <b>Tuesday, December 10, 2024</b> |   |                                           |

Scan for Registration



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## Investment

Rs.8000/- per participant plus 18% GST.

Special concession for 3 or more nominations from same organization.

The fee includes the program fee, lunch, refreshments, digital reading material and e-certificate of participation. Limited seats and registration first-cum-first basis.

For more details

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