

# Financial Acumen for Non-Finance Executives

SPJIMR Delhi Campus  
21-22 November, 2024



## Programme Goals

Programme has set its goals to fulfil requirements of managers from non-finance functions to expose them to financial nuances for decision making purpose by developing Financial Acumen. Deciphering financial concepts and developing the ability to see the business implications of numbers is a key outcome of this programme, which aims to help participants:

- To appreciate impact of finance on decisions and vice-versa.
- To analyse financial statements to arrive at better informed decisions
- To enable them to discuss relevant financial issues with finance managers/stakeholders in their organisation
- To understand the implications of various decisions on company financials

## Programme Genesis

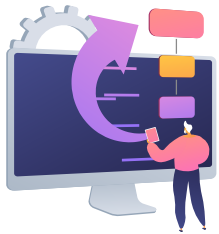
Any strategy would not be considered a best one unless you understand the implications and impacts in financial terms. This programme is geared at enabling executives from non-finance background to develop financial acumen so as to get greater understanding of financial impact of their work. The programme strives to achieve this by introducing the knowledge of critical financial principles so as to impact the critical decisions in a positive way through an eye of finance.



## Who should attend?

This programme is designed for, anyone who has a need to improve financial acumen for decision making purpose, including:

1. Managers, senior managers, middle level executives in non-financial positions
2. Entrepreneurs
3. Self-employed professionals



## Programme Coverage

### Understanding the Basics of Accounting

- The accounting equation
- Cash Vs. accrual

### Demystifying the basics of Financial performance

- Income statement
- What it tells you (and doesn't!)
- Cracking the jargon (EBIT, EBITDA etc.)

### Demystifying the measures of Financial position

- What are Assets, Liabilities and Equity?
- Why you should read the balance sheet
- Cracking the jargon (Leverage, capital etc.)

### The basics of Financial analysis

- Is the business on track? Simple measures of profitability, liquidity and efficiency
- Financial decision making
- Opportunity cost

### Why cash is called the king?- Demystifying Cash Flows

- What are the Inflows and outflows?
- The critical difference: Cash vs. profit

### How to decide on Investing options?

- Time value of money
- Basic principles of appraisal
- Popular methods of appraisal: Payback, NPV, IRR

### Profit Planning

- Tools for Planning Profit and Managing Profitability

### How to assess day-to-day efficiency?

- What is working capital?
- Kinds of working capital
- Operating cycle and components of working capital
- Working capital management and decision-making

## Certificate of Participation:

A certificate of successful participation by S.P. Jain Institute of Management & Research (SPJIMR) will be issued to each delegate at the completion of the programme.

**Fees: Rs 24,900 per participant + taxes**  
(Early Bird, Alumni and Group Discount applicable)

## About SPJIMR

International accreditation  
by AMBA and AACSB

Globally recognized  
among top 5 B-Schools  
from India

Renowned faculty with  
extensive corporate  
experience

42 years legacy of  
management education

25+years of executive  
education

Over 12,000+ alumni

100+ Corporate Partners

50+ Global Partners

SPJIMR is counted among the top 5 B schools of India. In addition to our Mumbai campus, we also have a state-of-the-art Executive Education Centre in Delhi.

We are a part of the Bharatiya Vidya Bhavan and function as an autonomous Institute with entrepreneurial agility. Our guiding principles are to influence practice and promote value-based growth. We build on this through pedagogic innovations and pioneering programmes, which have helped us carve a unique and distinctive path in management education. SPJIMR has been recognised for its innovative programmes by global accreditation bodies- AACSB and AMBA.

Bharatiya Vidya Bhavan's S. P. Jain Institute of Management & Research (SPJIMR) is one of the seven Indian business schools (the other six are IIM Ahmedabad, IIM Bangalore, IIM Calcutta, ISB, IIM Indore and IIM Lucknow) to make it to the QS Global MBA rankings for the year 2023. This is the seventh consecutive year that SPJIMR is on this elite list. SPJIMR is part of the 151-200 rankings bracket for the fourth consecutive year.

## Programme Director



**Dr. Anshul Verma**  
Professor,  
Finance & Economics  
Chairperson-  
Post Graduate Programme  
in Management

Dr. Anshul Verma is working as Professor in Accounting and Finance Area at S. P. Jain Institute of Management & Research, Mumbai. Previous to this assignment, he worked for Institute of Management Technology, Ghaziabad & BIMTECH, Greater Noida. He holds double Master's degree, in Management with Specialisation in Finance from Birla Institute of Management Technology and in Economics from Dr. B. R. Ambedkar University, Agra. He has also earned dual Ph. D. in the area of Credit Risk Management and in the area of Applied Business Economics from Dr. B. R. Ambedkar University, Agra.

He has around 2 decades of rich experience in teaching, training and research in the area of Accounting and Finance and also in Administration in top ranked Business Schools in India. He teaches subjects like Financial Accounting, Management Accounting, Cost Management, Advanced Cost Management, Derivatives and Risk Management, Corporate Finance and other areas of finance to Post Graduate Programme Students and Executive Programme Participants.

He has also successfully delivered training to Middle and higher management personnel in PSUs and corporates. He has published research papers in Management domain in reputed national and international publications.

### Dr. Ekta Saxena

Senior Lead - Executive Education  
Mobile: +91 9911941090  
E-mail: [execprog.delhi@spjmr.org](mailto:execprog.delhi@spjmr.org)

### Bhavan's

**S.P. Jain Institute of Management & Research**  
**SPJIMR Delhi Centre**

Bharatiya Vidya Bhavan Campus, 3rd Floor,  
Gate No. 4, Copernicus Lane,  
Kasturba Gandhi Marg, New Delhi-110001.

W: <https://www.spjmr.org/executive-education/open-programmes>

