



FinSmart Enterprises is an intensive two-day residential training programme designed to cover all basic financial concepts and tools that a business owner or professional needs to fathom to be adept in financial management. The learning from this case study and practice-oriented training programme will enable financially intelligent decision-making in organisations which will positively result in their bottomline.

- Participants' Profile** : Entrepreneurs, business owners and leaders, self-employed professionals, and anyone who wishes to learn the essentials of financial management.
- Medium Available** : English and Malayalam
- Learning Outcome** :
- Better understanding of the financial statements such as the Profit and Loss Account and the Balance Sheet;
 - Ability to analyse the financial statements in order to ensure profitability and growth;
 - A superior knowledge of the flow of cash and working capital management;
 - Capability to gauge capital investment proposals;
 - A grasp of the tools and techniques for effective financial planning and control such as break-even analysis, ratio analysis, and budgeting.
- Duration** : Two days (Residential)
- Methodology** : The training will be a case study based and practice oriented workshop and shall include lectures and group discussions.

Programme Schedule

DAY ONE

Module 01: Basic Accounting Principles

An introduction to accounting and financial management; basic understanding of the accounting and financial principles; and introduction to financial statements such as the Profit and Loss Account and the Balance Sheet.

Module 02: Making of Financial Statements

The module covers both single entry (layman's approach) and double entry (accountant's approach) to accounting and preparation of financial statements such as the Profit and Loss Account and the Balance Sheet.

Modules 01 and 02 lay the foundation to understand the topics discussed in the following modules.

Module 03: Understanding Financial Statements

The module discusses the structure and relevance of various components of the Profit and Loss Account and the Balance Sheet.

Module 04: Understanding Cash Flow Statement

The module covers the structure and importance of the components of Cash Flow Statement, and also the importance of cash flow on valuation of the firm.

Module 05: Managing Working Capital

The module discusses the working capital cycle, methods to accelerate the working capital cycle and thus improve efficiency and profitability.

DAY TWO

Module 06: Ratio Analysis

This module covers various ratios available such as profitability, liquidity, efficiency, leverage and market value ratios.

Module 07: Break-even point and Marginal Costing

This module discusses the concept of break-even point, pricing policies, etc.

Module 08: Budgeting and Budgetary Control

This module discusses budgeting as an efficient tool for financial planning and control and the types of budgets that a business prepares.

Module 09: Evaluation of Capital Expenditure Proposals

This module covers an overview of Payback period, Net Present Value (NPV) method, Internal Rate of Return (IRR) to assess capital expenditure proposals.

The Faculty

: Dr. Alk, a PhD from the National Institute of Technology Calicut (NITC), holds an MBA from India and a CMA from USA. Driven by a noble vision to 'touch lives' and a passion for teaching and training, he has been educating business owners and business professionals in effective financial management.

Dr. Alk is a national trainer certified by JCI India and an advanced speaker certified by Toastmasters International. His wit and wisdom gained through rigorous academic research and professional experience in multinational companies help his audiences to have an engaging and effective learning experience.

Cancellation Policy

: Due to limited seating, we request you to plan your participation in scheduled events rightly. In case you've to cancel the booking, please do so at least 7 days before the event to get a full refund. Cancellations made within 3-6 days prior to the event will incur a 25% fee. Cancellations made within 48 hours before the event will incur 50% fee.

Contact

: For more information or queries, please contact
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