



FinSmart Professionals is a rigorous finance education programme aimed at enabling business professionals to be proficient in financial matters of the organisation. This training is often customised to the requirements of the clients. A case study based training method is followed to facilitate thorough understanding of the concepts and practices of financial management. Participants will be able to appreciate the finance function better and thus make financially intelligent decisions on a regular basis.

- Participants' Profile** : Employees of profit and non-profit organisations who take some business decisions as part of their job.
- 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.
 - An understanding of the global and local economic scenario.
- Duration** : Three days
- 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, Balance Sheet and Cash Flow Statement.

Module 03: Understanding Financial Statements

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

DAY TWO

Module 04: Managing Working Capital

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

Module 05: Leverage Analysis

This module discusses leveraging debt-equity to fund operations and improve profitability and also the risk-return related to leveraging.

Module 06: Break-even point and Marginal Costing

This module discusses the concept of break-even point, pricing policies in different market structures, and impact of credit/discount decisions on profitability.

DAY THREE

Module 07: Ratio Analysis

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

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 : We request you to plan and schedule the event rightly. In case you've to cancel the booking, please do so at least 21 days before the event to get a full refund. Cancellations made before 7 days prior to the event will incur a 50% fee. Cancellations made within one week before the event will incur 100% of the professional fee.

Contact : For more information or queries, please contact
Manager - Events
+91 944 744 62 62
or write to us on 'hello@dralk.com'
Please visit us at www.dralk.com

