



Finance Fundas is an introductory finance education programme aimed at providing a basic understanding of the finance function in organisation and the working knowledge to read and understand financial statements such as Profit and Loss Account, Balance Sheet and Cash Flow Statement. As most business decisions have financial implications for the organisation, it's necessary to educate all employees in financial management so that the decisions they make will contribute positively to the overall objectives of the organisation i.e., profit and wealth maximisation.

- Participants' Profile** : Employees of profit and non-profit organisations who take some business decisions as part of their job. Anyone who wishes to develop an understanding of the finance function.
- Medium Available** : English and Malayalam
- Learning Outcome** :
- A basic understanding of the financial statements such as the Profit and Loss Account and the Balance Sheet;
 - A working knowledge of the flow of cash and working capital management;
 - An awareness of the tools and techniques for effective financial planning and control such as break-even analysis, ratio analysis, and budgeting.
 - An overview of the global and local economic scenario.
- Duration** : One day
- Methodology** : The training will be a case study based workshop and shall include lectures and group discussions.

Programme Schedule

DAY ONE

Module 01: Basic Accounting Principles

This module covers an introduction to accounting and financial management, a basic understanding of the accounting and financial principles, and an introduction to financial statements such as the Profit and Loss Account, Balance Sheet and Cash Flow Statement.

Module 02: Understanding Financial Statements

The module discusses the structure and relevance of various components of the major financial statements such as Profit and Loss Account, Balance Sheet and Cash Flow Statement. A basic understanding to read and analyse these financial statements and take decisions accordingly is the objective of this session/module.

Module 03: Managing Working Capital

The working capital is considered to be the life blood of any organisation and thus managing working capital efficiently is essential for the business to sustain and grow. Therefore, this module discusses the working capital cycle and methods to accelerate the working capital cycle so as to improve efficiency and profitability.

Module 04: Managing Profitability

The single most important objective of an organisation (for profit) is to generate profit. As almost every decision made in a business has a bearing on its profit or potential for future profit, employees across levels or domains are required to be trained in financial management.

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

