

**Online Programme on  
Finance for Non - Finance Executives  
(September 18 - 22, 2023)**



## **PROGRAMME OVERVIEW**

In today's dynamic and interconnected business environment, fluency in financial jargon is an indispensable asset for achieving success. As executives ascend the corporate hierarchy, it becomes imperative for them to cultivate a profound comprehension of the numerical underpinnings that drive organizational performance. This meticulously crafted programme is specifically tailored to decode complex financial concepts and foster a nuanced understanding of how these numerical dynamics permeate and influence various facets of corporate activities. A key highlight of this programme lies in equipping participants with the acumen to deftly decipher the informational essence embedded within financial statements and discern their intricate interplay with strategic managerial decisions.

Throughout the programme, our focal point centers on contextualizing the content to ensure its utmost relevance within the participants' unique business environment. By the culmination of this comprehensive learning experience, participants will have acquired the competencies necessary to leverage financial information in a discerning manner, enabling them to effectively evaluate the ramifications of operational choices on the organization's bottom line. Moreover, this programme delves into the profound concept of shareholder value creation, unraveling its intricate linkages with astute managerial decision-making. We endeavor to provide participants with a comprehensive framework that elucidates how financial insights can be harnessed as powerful drivers of value within the organizational landscape.

## **IMPACT**

1. Demonstrate a comprehensive understanding of financial statements, critically examining their components and interrelationships.
2. Assess the impact of financial metrics on business performance, enabling informed judgments and strategic decision-making.
3. Extract valuable insights from financial reports, analyzing liquidity, solvency, profitability, and turnover to assess a company's financial health and risks.
4. Explore how managerial decisions affect business profitability, identifying opportunities for optimization and risk management.
5. Enhance their analytical aptitude through case studies, applying financial concepts to real-world scenarios for sound decision-making.
6. Develop effective communication skills with finance executives, facilitating collaboration and clear articulation of ideas and recommendations.

## **PARTICIPANT PROFILE**

Designed for executives and senior executives from non-finance functions, including marketing, operations, technical, HR, legal, analytics, and IT. It is particularly suitable for those individuals who are eager to enhance their financial acumen, enabling them to make informed decisions and contribute effectively to overall business strategies. The programme also caters to managers, team leaders, entrepreneurs, and small business owners who are responsible for managing teams or departments and wish to gain a deeper understanding of the financial aspects related to their areas of responsibility. By aligning their decision-making with the financial goals of the organization, participants will be better equipped to drive success and achieve desired outcomes.

## **PROGRAMME CONTENT**

Basic concepts of accounting, complete accounting cycle, preparation of statement of Profit and loss and Balance Sheet - Understanding and Interpreting Financial Statements – liquidity – Solvency – Profitability – Activity – Market efficiency- Du-Pont Analysis - Capital Budgeting and Financing - Working Capital Management - How to assess day-to-day efficiency – evaluation of investment projects - cost of capital - understanding strategic acquisitions -understand how stock markets responds to financial decisions – budget and budgetary control – GST and Its impact on business

## **PROGRAMME PEDAGOGY**

The programme pedagogy is designed to ensure a highly immersive and practical learning experience over a span of five intensive days. With a strong focus on application, participants will engage in a variety of interactive activities such as lecture sessions, group discussions, and case studies. This dynamic learning environment not only facilitates knowledge transfer from faculty and industry experts but also encourages peer-to-peer learning, allowing participants to gain valuable insights and perspectives from their fellow executives.

*Organizational sponsorship is essential*

## **DURATION**

The programme duration is 5 days from **September 18 - 22, 2023, 15 hours** of Online training.

## **PROGRAMME FEE**

Fee: **Rs. 18,000/-** plus GST as applicable (presently 18%) per participant. The fee covers tuition and courseware (in electronic form). The fee will be credited into our Bank account before September 15,2023.

**Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg/23 - 24/2/85) to [poffice@asci.org.in](mailto:poffice@asci.org.in) for confirmation.**

Bank details are given below:

### **For Indian Participants:**

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

**For Foreign Participants:**

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082.
Country	India

**LAST DATE FOR NOMINATION**

Please use the prescribed/attached form. Last date for receiving nominations is **September 14, 2023**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

**LAST DATE FOR WITHDRAWAL**

**September 15, 2023**. Any withdrawals after this date will entail forfeiture of fee paid.

**ASCI ALUM NI ASSOCIATION**

Participants of the College programmes will automatically become members of the ASCI alumni association.

**CERTIFICATE OF PARTICIPATION**

The College issues a Certificate of Participation on conclusion of the programme.

**Programme Director**  
**Dr. Mohammed Mujahed Ali**  
e-mail: [mmali@asci.org.in](mailto:mmali@asci.org.in)



## ABOUT ASCI

ASCI is the first Management Development Institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward with a strong alumni of over 1,63,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2023-24.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



### **Administrative Staff College of India**

Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad - 500 082, India.

Telefax (Programmes Office) : 0091-40-23324365

Mobile: 9246203535, Phone : 0091-40-66534247

Fax : 0091-40-66534356

### **College Park Campus**

ASCI, Road NO.3, Banjara Hills,  
Hyderabad-500 034, Telangana, India  
+91-40-66720700/01/02/05  
+91-40-66720725

### **Delhi Campus**

ASCI, C-24, Institutional Area, South of IIT  
Behind Qutub Hotel, New Delhi-110016.  
+91-11-26962204, 26961750, 26961850  
+91-11-26866097



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Leadership through Learning

**ADMINISTRATIVE STAFF COLLEGE OF INDIA**

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

## Nomination Form

Online Programme on

### Finance for Non-Finance Executives (September 18 -22, 2023)

#### Nominee's Contact Information

Name (Mr/Ms)	:	_____	Date of Birth:	_____
Designation	:	_____	Qualification:	_____
Organisation	:	_____		
Address	:	_____		
Phone(s)	:	Office: _____	Mobile: _____	Home: _____
e-mail	:	_____	Fax:	_____

#### Sponsors Details

Name of the Sponsoring Authority:	:	_____	Designation:	_____
Organisation	:	_____		
GSTIN Number:	:	_____		
Address	:	_____		
	:	_____	Pin code:	_____
Phone(s)	:	Office: _____	Mobile: _____	_____
e-mail	:	_____	Fax:	_____

#### Fee particulars

Amount Payable	:	_____	Mode of Payment (DD/Ch/NEFT):	_____
Name of the Bank	:	_____	Date of Instrument/Transfer:	_____
Instrument Number:	:	_____	UTR Number for NEFT	_____

#### Signature and Official Seal of the Sponsoring Authority:

**NOTE:** Forward nomination form to: **Mr. G. Sreenivasa Reddy, Programmes Officer,** Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone: 0091-40-66534247, 66533000, Mobile: 9246203535, Fax: 0091-40-66534356, e-mail: [poffice@asci.org.in](mailto:poffice@asci.org.in)