

# DEVELOPING GLOBAL BUSINESS MANAGERS

## A Three Day Programme

### DAY ONE

#### **Session 1: Appreciation of the key financial statements - the Profit and Loss Account, the Balance Sheet and the Cash Flow Statement**

In this session the structure and contents of the Profit & Loss A/c and the Balance Sheet and the relevance of different items contained therein are explained.

Since the objective of any business enterprise is to generate profits, in this session we will also discuss the concept of profit.

**Session 2: Essential requisites of healthy businesses: Effective profitability management**  
**Profitability Management** - Profit making is the very essence of every business, and therefore profitability management is one of the two pillars that support successful businesses. This session will cover concepts such as cost of capital and EVA (Economic Value Added).

**Session 3: Essential requisites of healthy businesses: Effective cash flow management**  
**Cash Flow Management** - Even profitable businesses get into serious trouble if the cash flow cannot be controlled. Cash flow management is thus the second pillar on which healthy businesses are built.

This session explains how businesses must understand and forecast their short- and long-term cash flow requirements and then ensure timely inflows to meet their needs.

These two are very powerful sessions and extremely important for the entire organisation to understand and appreciate.

#### **Session 4: Global and domestic economic scenario - an overview**

The world has recently witnessed a severe recession, perhaps the worst in the last 70 years. This session is intended for the participants to understand the factors that triggered this meltdown.

Topics to be discussed include: what is recession, what are its causes, what is its impact; what is inflation, recession, deflation, GDP; what is the role of interest rates; what is the sub-prime crisis all about and what caused it.

## DAY TWO

### Session 5: Marginal Costing Principles

The session helps participants to work out Break-even Points for their businesses/ projects, set targets for achieving sales, determine pricing policy, take marketing related decisions, understand the impact on profitability of decisions pertaining to credit given to customers, discounts offered etc.

### Session 6: Case Studies on Application of Marginal Costing Principles

### Session 7: Leverage Analysis

How fixed cost assets or funds can be used to magnify returns to owners is explained in this session. Also covered is the impact of borrowing on profitability, how to maximise profitability by using leverages to one's advantage and the use of leverage analysis to understand how safe/risky an organisation is.

### Session 8: Ratio Analysis

Ratio Analysis is also a powerful control tool and helps in inter- and intra-company analysis and also in ensuring that the organisation is performing within industry norms, and if not, the steps to be taken for it to do so.

## DAY THREE

### Session 9: Case studies on Ratio Analysis

### Session 10: Evaluation of Capital Expenditure Proposals

In this session we will discuss the Net Present Value method of evaluating projects and will also clarify terms like Discounted Cash Flow, Internal Rate of Return etc.

### Session 11: Evaluation of Capital Expenditure Proposals - Case Studies

### Session 12: Evaluating the health of a business through reading of a Funds Flow

How to read Funds Flow Statements to get an insight into the happenings within an organisation, understand where the money has gone and whether it has been put to right use is the objective of this session. This will be done through a case study where the participants will be expected to evaluate the health of an organisation using a funds flow statement in a group discussion exercise. The participants will also get an opportunity to test the practical application of all the principles that they have learnt during the course of this programme.

### Methodology

The programme will be practice oriented and shall comprise lectures, group discussions, case studies, etc.



### **Participant Profile**

The programme is designed for a wide range of executives from within and outside the finance function. Prior exposure to finance and accounts is not essential.

### **Programme Faculty: Dr Anil Lamba**

Bestselling author, financial literacy activist, and an international corporate trainer, Dr Anil Lamba is a practising Chartered Accountant and holds degrees in Commerce, Law and a Doctorate in Taxation.

Dr Lamba's training programmes are held internationally, with a client list exceeding 2000 large and medium-sized corporations spread across several countries including India, the USA, and in Europe, the Middle-East and the Far-East.

His latest books, '**Romancing the Balance Sheet**', '**Flirting with Stocks**', '**Eye on the Bottom Line**' and '**Financial Affairs of the Common Man**' are making waves.

### **Course material**

A soft copy of the course material will be provided to you, which can be photocopied and distributed amongst the participants.

### **Cancellation Policy**

Cancellation before:

- a. 30 days will attract a levy of 50% of the professional fees
- b. 15 days will attract a levy of 100% of the professional fees.

*Do feel free to contact Mr Praphulla Gaikwad, Manager – Projects, in case you may have any queries, on 020-26340316, 26348913 or mobile: +91-9922351352, or email us on [inquiry@lamconschool.com](mailto:inquiry@lamconschool.com). Please do visit us at [www.lamconschool.com](http://www.lamconschool.com).*