

FINANCIAL ACUMEN FOR SUSTAINABLE GROWTH

A Three Day Programme

A. Getting the basics right

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.

B. Requisites of healthy businesses: Managing Profitability and Effective Cash Flow Management

i) Managing Profitability: Since the objective of any business enterprise is to generate profits, in this session we will discuss the concept of profit. Generating profit is the collective responsibility of the entire organization.

This session will also cover the concept of EVA and how much profit is sufficient.

ii) Cash Flow Management

It is an established fact that most business failures are caused by financial mismanagement. It is imperative for an organization to survive and prosper that Good Finance Management is practised at all levels across the organization.

In this session we will discuss the importance of effective cash-flow management for long-term sustainability.

C. Global and domestic economic scenario - an overview

The world intermittently witnesses recessions and only the fittest survive in the aftermath.

This session is intended for the participants to understand the factors that trigger meltdowns.

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.

D. Financial decision making and evaluation of financial performance

i) Taking financially intelligent decisions with the help of 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.

ii) Evaluation of Financial Performance – Using 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.

iii) Evaluation of Financial Performance – Using Ratio Analysis

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

iv) Evaluating Capital Investment Proposals

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

v) 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.

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. Please do visit us at www.lamconschool.com.