



# FINANCE FOR NON-FINANCE MANAGERS AND EXECUTIVES



**Programme Director:**  
Prof. P. Sanjay



**Programme Dates:**  
January 29 - 31, 2025



**Programme Venue:**  
IIM Sirmaur



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**INDIAN INSTITUTE OF MANAGEMENT SIRMAUR**

Dhaura Kuan, Paonta Sahib, Himachal Pradesh - 173021

## OBJECTIVE



The Program on Finance for Non-Finance Managers and Executives is designed to provide participants with a basic understanding of key aspects of financial accounting and financial management which are relevant for day to day functioning of any business. Very often, engineers or other non-finance employees struggle to make full sense of financial topics and the program will help bridge this gap. The program covers a range of topics, including financial accounting, management accounting including budgeting and financial management. Through a combination of theoretical knowledge and practical applications, participants will gain the skills needed to understand, appreciate and manage financial topics effectively in their day to day business activities. Some key elements of personal taxation that helps a salaried individual to save taxes will also be discussed.

The primary objective of the program is to equip participants with the knowledge and skills necessary to take decisions involving financial matters which are relevant to their day to day work.

The program aims to achieve the following objectives:

- Understand financial terminology
- Develop a reasonably strong foundation in understanding financial statements including balance sheet, profit and loss account, cash flow statement.
- Analyse and interpret financial statements by understanding key ratios used in the day to day business
- Gain insights on key elements of MIS used in the day to day business and their implications
- Develop understanding of management accounting concepts and related decision-making
- Develop ability to prepare budgets and the key elements of the budget that are applicable in day to day working
- Understand basics of financial management needed for day to day working of businesses
- Contribute to decision making in financial matters including capital budgeting
- Gain knowledge of key aspects of personal finance including tips on saving taxes and growing investments
- Contribute more effectively in internal company meetings and take decisions to benefit the business

## PEDAGOGY



This is a hybrid program which can be done in both online and offline mode and it comprises a series of on-site lectures / online lectures, discussions, quizzes, assignments / projects and assessments. The teaching and learning model encompasses the following:

- One of India's most eminent faculty with industry experience at CFO Level and educated at London Business School and London School of Economics and Political Science
- Emphasis on practical aspects while providing theoretical knowledge
- Blended technology-enabled education
- Collaborative learning approach
- Experiential learning through practical & hands-on training

## WHO MAY ATTEND



Essentially, any non-finance manager / employee who needs to improve their knowledge of finance concepts can attend the program. In particular, the following employees may find it more useful:

- Sales and Marketing Professionals
- IT Professionals
- HR Professionals
- Strategy Professionals
- Operations professionals
- SCM professionals
- Graduates in different disciplines
- Students



## **Module 1: Overview of Business**

- Introduction
- Overview of Business
- Key business terminologies explained
- Key reports used in day to day business
- Real life examples and cases

## **Module 2: Understanding Financial statements**

- Basics of Accounting
- Understanding Profit and Loss Account
- Understanding Balance Sheet
- Understanding cash flow statement
- Understanding key ratios
- Real life examples and cases

## **Module 3: Managing Working Capital and Other assets / Risks**

- What is working capital
- Operating cycle of business
- Managing Debtors
- Managing Credit Risk
- Managing Inventory
- Managing Other Assets including concept of depreciation
- Real life examples and cases

## **Module 4: Understanding Cost / Management Accounting and Budgets**

- Basics of Management Accounting
- Different concepts of cost
- Different types of costing
- Understanding Budgets and types of budgets
- Preparation of Budgets
- Real life examples and cases

## **Module 5: Decision Making based on Management Accounting**

- Break Even Analysis
- Decision making among alternatives
- Explaining basics of sunk cost, incremental costs etc.
- Continue business or shut down
- Make or Buy
- Other alternatives
- Real life examples and cases

## **Module 6: Basic Financial Management**

- Key concepts in Financial Management
- Calculating Present Values and NPV
- Basics of valuing bonds and shares
- Real life examples and cases

## **Module 7: Capital Investments and Valuation**

- Techniques of capital budgeting
- Net Present Value
- Internal Rate of Return
- Evaluating capital investments
- Financial decision making
- Valuing a business (Intermediate level)
- Real life examples and cases

## **Module 8: Personal Finance**

- Key aspects of taxes for salaried individuals
- Tips on tax saving
- Tips on growing your investments
- Summary and Conclusion

## PROGRAMME DETAILS

**Duration:** January 29 - 31, 2025

**Programme Commencement:** 10.00 AM on January 29, 2025

**Programme Conclusion:** 5.00 PM on January 31, 2025

**Venue:** IIM Sirmaur Campus

## PROGRAMME DIRECTOR

- **Dr P. Sanjay** is working as an Associate Professor in the Area of Finance and Accounting at IIM Sirmaur. Prior to joining IIM, Dr. P. Sanjay has worked for companies and / or academic institutions in India, UK, USA and Japan in various capacities including up to the role of Chief Financial Officer (CFO) of an MNC in India.

He holds a Ph.D. degree in Finance from Sri Sri University and an M.Phil in Economics (Accounting) from London Business School and is an alumnus of London School of Economics and Political Science where he studied for a year. He has done his MBA from University of Hawaii as an Asian Development Bank Fellow and completed his JMP from JAIRS Japan). In addition, he is a qualified CA, CS, CMA (CWA) and an LLB. His current research focuses on Financial Management, ESG topics, UN Sustainable Development Goals (UN SDGs), Corporate Governance, Cost reduction etc. He has presented his research work in conferences both nationally and internationally. His academic and professional excellence has been rewarded with awards and grants from various governments internationally including Govt. of India, Govt. of UK, Govt. of Japan and Asian Development Bank.

## PROGRAMME FEES

- Course fee is Rs. 48000 per person for 3 days (Non-residential)

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

**Discount on Programme fees:** A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

## TERMS AND CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIMS will be provided till 12:00 noon on February 28, 2025. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- **Cancellation Policy:** In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.





## HOW TO APPLY

- To apply or nominate personnel for the Programme, click on the "Register Now" link in the brochure or visit <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>
- Once the candidature is approved, the sponsoring authority or participant (in case of self-nomination) will receive an email with a Payment Advice requesting the Programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS). After remitting the fees online, please inform the CMDP office of the UTR number or relevant transaction details via email. This will allow us to connect your remittance to your nomination(s).
- Please note that confirmation of participation is subject to receipt of Programme fees by the CMDP office before the commencement of the MDP.

## HOW TO REACH IIM SIRMAUR

IIM Sirmaur is located in Dhaula Kuan, in Himachal Pradesh. The distance of Dhaula Kuan from Jolly Grant Airport Dehradun is 96 km. It takes 2 hours and 30 minutes from Dehradun Airport, 2 hours and 30 minutes from Chandigarh Airport, and 6 hours and 20 minutes from Delhi Airport to reach Dhaula Kuan. The nearest Railway stations are Yamuna Nagar, Saharanpur, and Dehradun. They are all located approximately at one and half hour taxi drive from Paonta Sahib.

## NEAR BY TOURIST DESTINATIONS

- Renuka Lake: Located 31 km away
- Kalesar National Park: Located 38 km away
- Gurudwara Paonta Sahib Ji: Located 21 km
- Mussoorie: Mussoorie is a hill station located 99 km away
- Haridwar: Haridwar is a holy city situated 119 km away



Our correspondence address is as follows:

MDP Office

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Phone: 01704 277367

Email: [mdpoffice@iimsirmaur.ac.in](mailto:mdpoffice@iimsirmaur.ac.in) | Weblink: <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>

**For all other details on administrative matters please refer our website [www.iimsirmaur.ac.in/mdp/](https://www.iimsirmaur.ac.in/mdp/) or e-mail to [mdpoffice@iimsirmaur.ac.in](mailto:mdpoffice@iimsirmaur.ac.in)**