



ALLIANCE UNIVERSITY

*Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi*

Alliance School of Business

Celebrating
25
SILVER JUBILEE
years
of Alliance Education

SCHOOL OF MANAGEMENT STUDIES CORPORATE TRAINING WING

A TWO DAY MDP ON FINANCE FOR NON-FINANCE EXECUTIVES

April 07 - 08, 2022

ABOUT THE PROGRAM

Finance is the life blood of Industry and Commerce which touches every part, in one or more ways. Those who are at the key positions in any organization, do face problems relating to finance, day in and day out. Those problems will become more difficult if the executives facing the problem are from non-finance background. Hence a need is felt about the knowledge of some important aspects of finance. All executives must grasp the financial implications of their decision - from planning and implementing to results and feedback. This program is designed to provide an understanding of the key concepts in finance and financial reporting - and the related vocabulary to discuss it with staff, peer and supervisors. The program blends broad financial principles with such practical necessities as how to understand and analyze financial reports, budgets, talk to accountants and financial managers and apply financial strategies to business.

OBJECTIVES

The primary objective is to increase knowledge levels of non-finance executives, managers and professionals in the area of accountancy and finance which will assist them to take better quality decisions to improve the top line and bottom line of their organization.

FOR WHOM

This program is open to non-finance executives whose main expertise lie outside the accounting and financial management fields, such as marketing or sales managers, corporate development officers, directors of customer services, lawyers, engineers, architects, doctors, human resources personnel, department heads, administrators, private business owners, startup leaders, entrepreneurs and others with cross-functional team responsibilities besides Management Trainees who are learning basic finance and accounting skills.

The program does not call for any prior knowledge in Accountancy and Finance

THE RESULT- ORIENTED PROCESS

In addition to lectures, presentation and guided discussion, small group sessions allow participants to exchange experiences with others in the group and work through financial problems. Participants also have an opportunity to meet and interact with the trainer.

COURSE MATERIAL

The total course material for the program will be provided to the participants at the commencement of the course.

COURSE CONTENT

- » Why Finance Matters?
- » The Key Building Blocks of Financial Control – Income Statement, Balance Sheet
- » Learning the Finance Terminologies
- » Cash Flow: The Lifeblood of Organizations
- » Applying Financial Tools and Concepts in the Real World
- » Evaluating a Company's Health through its Annual Report
- » Recognizing Potential Traps in Creative Accounting
- » Financial Statement Analysis
- » Ratio Analysis, Comparative Analysis, DuPont Analysis
- » Basics of Financial Management
- » Key Financial Statistics and Time Value of Money
- » Hands-On Preparation of Financial Statements and Analysis
- » Learning from practical Examples



RESOURCE PERSONS



DR. PUNITH CARIAPPA

Pro Vice-Chancellor (Student Administration & Affairs)
Alliance University

Dr. Punith Cariappa holds a Ph.D. and an MBA in Finance and an M.Phil. in Banking, Oracle Financials, Financial Analytics from IIM, Lucknow. Dr. Cariappa has held senior leadership positions with reputed institutions.

Dr. Punith is a well-known and most wanted trainer in Finance. She has trained over 20000 executives over the last 15 years.

Workshops/Training Programs Conducted: • Program Director and trainer for CFO's and finance managers from all over India -on the changing role of Financial Controllers and strategic finance, held at Mumbai. • Many Open House program on "Finance for Non- Finance Executives" held for Middle and Senior Management executives in association with BCIC. • Workshop Conducted on "Demystifying Financial Jargon" for I-flex • Continuous Training Programs for ANZ-IT: Induction program for their new recruits on "Basics of Banking" for three years 2007-onwards (Approx. 5000 executives) • Trained the Financial Data Extraction (FDE team) • Conducted Finance Essentials as part of their learning process. • Accenture- PAN India trainer for Accenture • Oracle-Conducting both Basic and advanced finance training • Applied accounting training for process associates of First American- Both in Bangalore and Salem. • IFRS Training for First American Managers- Bangalore

Few of her training clients are: • Arvind Mills Ltd, Bangalore • Symbol Technologies, Bangalore • Ocean Marine Supplies, Mangalore • ANZ- IT- Continuous programs • Oracle Corporation- Continuous Programs • Accenture P L C -Continuous Programs- Pan India • Ikya human capital solutions • Menzies Aviation Pvt Ltd • Yokogawa IA Technologies Pvt Ltd • The Allstate Corporation • First American Corporation • HMT Watches. • I-Flex Solutions Ltd • Aarjay International Pvt Ltd • Open Programs in Association with BCIC



DR. KAPIL ARORA

Professor
Alliance School of Business

Dr. Kapil Arora is an Alumnus of NIT – Surat and IIM – Ahmedabad. He did his MBA in Finance and Doctoral degree in Management from VNSGU, Surat and PGDCA from AU, Karaikudi. He has over 24 years of experience in research, teaching, consultancy, and industry projects. Dr. Arora has published and presented over 160 cases, research papers, chapters in books and abstracts in National and International Conferences, Books and Research Journals. He has presented papers at AUD, Dubai and NTU, Singapore. He has major publications in Finance field besides diversified publications in Information Technology, Operations Management and Entrepreneurship. He is the Author-Editor of a book titled "Information and Communication Technologies: Enhancing Business Competencies through Innovative Practices" published by Excel India Publishers, New Delhi. He has been associated with IGNOU and ICAI, New Delhi. Six Research Scholars have been awarded Doctoral Degree under his supervision.

He has extended his training and consultancy services to many companies including L&T Ltd., Micro-Inks Ltd., UPL Ltd., JK Tyre Ltd., JK Lakshmi Cements Ltd., etc. He has conducted sessions on Finance for Non-Finance Professional, Understanding Fundamentals of Finance and Accounting, Financial Statement Analysis, Sensitivity Analysis, Fundamental Analysis, Technical Analysis, Credit Management, Taxation, Personal Finance and Tax Planning, Corporate Tax Planning, etc. He is a recipient of four awards, namely 'Global Teacher Award 2020' by AKS Education Awards, Gurgaon; 'Bharat Shiksha Ratan' Award by GSHEG, New Delhi; 'Special Educator' Award by Estrade Media Pte. Ltd., Singapore; and 'Best Academician of the Year Award (Management)' by CSERD, Dehradun. His main interests are in the areas of Financial Markets, Asset Pricing, Stock Market Dynamics and more recently in Fintech, Block chain and Cryptocurrency.

REGISTRATION FEES

CORPORATES (For every two participant, one participant free (only for Corporates))	ACADEMICIANS	STUDENTS
INR 4,500 + 18% GST (Per Delegate)	INR 1,500 + 18% GST (Per Delegate)	INR 750 + 18% GST

Registrations closes three days before the commencement of the workshop.

Maximum participants per workshop- 25 Executives

(Pick up and drop facility for participants will be provided from Silk Board, if necessary)

BANK DETAILS

Payment to be made via demand draft or wire transfer, drawn in favour of:

Beneficiary Name : ALLIANCE UNIVERSITY
Bank Name : Punjab National Bank
Account Type : SB Account
Account No. : 1202005900000014
IFSC Code : PUNB0477400
Branch Address : HSR Layout Branch
GSTIN : 29AAFCA7290JIZ8
PAN : AAFCA7290J

Scan To Register



Note : GST and PAN are registered in the name of "Alliance Business School", Sponsoring body of Alliance University
All payments are to be made by Demand Draft / Cheque in favour of "Alliance University", payable at Bangalore

CONTACT PERSON:

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