



Finance for Non-Finance Executives

November 23-24, 2009

SDMIMD Campus, Mysore



About SDM Institute For Management Development, Mysore

Heritage:

SDM-IMD was set up in 1993 to offer high quality, relevant and meaningful management education to young, budding leaders of the country. SDM-IMD is promoted by the Shri Dharmasthala Manjunatheshwara Educational Trust that has extensive experience in managing about 40 educational institutions of repute for over 42 years.

Strengths:

The strength of SDM-IMD lies in the emphasis on values and ethics as a part of the toolkit of managers. The focus on quality rather than quantity ensures that all students have plenty of opportunities to involve themselves in various co-curricular and extra-curricular activities that help in shaping all round personalities that is so essential to develop good leaders. A very new state-of-the-art campus provides infrastructure and facilities that match the best in the world. The faculty has a good blend of academic and corporate experience that makes the courses and pedagogy relevant to the students and to industry.

Intellectual Capital:

The inputs from permanent faculty are supplemented with the involvement of a reputed set of guest and visiting faculty who are closely associated with SDM-IMD. This also helps us develop and offer courses and electives that are contemporary and relevant to all stakeholders.

Infrastructure:

SDM-IMD is located in a compact but picturesque campus at the foot of the famous Chamundi Hills. The town of Mysore and the campus provide excellent ambience for learning and personal development. The institute is a truly cosmopolitan community with students coming from all parts of the country. This gives all participants in the management programme an opportunity to experience the multi hued cultures of India a good foundation for their years as managers and leaders.

BENEFITS OF THE PROGRAMME:

The programme will enable the participants to appreciate the basic nuances in the field of Finance. Managers who need to understand the essential components of Finance for the purpose of decision making would find the programme particularly useful. The sessions will be tailored in a way that would enable the participants to comprehend the key concepts which they could apply in their respective organizations. Emphasis will be mainly laid upon driving key concepts from a practical perspective. Also, all participants of the programme will receive Participation Certificates.

Contents of the Programme:

The programme will be delivered over two days having four modules.

MODULE I: INTRODUCTION TO FINANCE

- A. Broad overview of Financial Statements
- B. Deciphering Financial Statements (Income Statement, Balance Sheet & Cash Flow Statement using annual report)
- C. Tools for Financial Statement Analysis

MODULE II: COST ANALYSIS FOR DECISION MAKING

- A. Management of Overheads using ABC (Activity Based Costing) approach
- B. CVP (Cost-Volume-Profit) Analysis
- C. Decision making using relevant cost approach

MODULE III: ELEMENTS OF FINANCIAL MANAGEMENT

- A. Time value of money
- B. Introduction to Capital Budgeting
- C. Introduction to the Securities Markets

MODULE IV: DISCUSSION ON PRACTICAL FINANCIAL STATEMENTS

- A. Discussion on practical Annual Report of a leading Indian corporation
- B. Reading a financial daily

FACULTY:

The core faculty in the area of Finance carrying excellent academic credentials and industry background shall be handling the different sessions.



PEDAGOGY:

A combination of Lectures, Discussions and Role Plays shall be used for the purpose of driving maximum benefit to the participants. The programme will essentially adopt Participant Centered Learning (PCL) approach.

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Junior & Middle-Level managers from public or private sector organizations who require basic understanding of the Finance domain for carrying out organizational tasks and decisions would benefit the most. Additionally, management trainees who have joined organizations recently requiring knowledge in the field of Finance would also benefit from the programme substantially.

VENUE & DURATION

The programme will be conducted at SDMIMD Campus, Mysore. The campus is well equipped with all the modern amenities. The programme shall be spread over two days from November 23-24, 2009. It will start on November 23 in the morning (10:00 AM) and conclude the next day by evening (4:30 PM).

REGISTRATION & FEE

Participants should preferably be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee for the programme is Rs. 6,000/- (Rupees six thousand only) per participant which is inclusive of professional fees, course material, lunch and refreshments for both the days.

Payment should be made through crossed Demand Draft/Cheque in favour of **SDM Institute For Management Development, Mysore** and sent to SDM Institute For Management Development, No-1 Chamundi-Hill Road, Siddharthanagar Post, Mysore-570011.

LAST DATE:

The last date for receiving the duly filled nomination form along with fee is Nov. 20, 2009.

CONTACT DETAILS:

Prof.Ullas Rao

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FACULTY PROFILE:

Dr. N.R.Parasuraman



With twenty-seven years of experience in diverse areas of Finance, Dr. N. R. Parasuraman was the Company Secretary of Federal Bank Ltd., for five years and the Vice President (Finance) in charge of Securities Analysis for Joindre Capital Services Ltd., for two years. Earlier, he was the Finance Manager of KEK Group of Companies, Thiruvananthapuram. He has been researching and teaching in the areas of Strategic Finance, Financial Derivatives, Cost Management, Portfolio Management and also International Finance. He has published 25 papers in leading journals on various topics in finance and has also authored a book titled 'Fundamentals of Financial Derivatives', published by Wiley India which features in the Business World's top 10 management bestsellers in August, 2008. The book has currently gone into a second edition. He is an Adjunct Faculty of Finance at the IIM, Kozhikode. .

Dr. Sunil.K.Pameswaran

Sunil K. Pameswaran is the CEO of Tarheel Consultancy Services, Bangalore, a corporate training and management consultancy firm promoted by him. Tarheel offers training on various aspects of Finance, such as Securities Market, Fixed Income Securities, Derivatives, Investment Banking, Commercial banking. His clients include leading companies in the field of Information Technology, based in Bangalore, Chennai and Pune. Prior to setting Tarheel, Dr. Pameswaran was a professor of Finance at the T.A. Pai Institute, Manipal. He has taught at the University of Iowa, and the National University of Singapore, and has been a visiting faculty at La Trobe University, Melbourne, and XIM Bhuvanesar. Dr. Pameswaran obtained his Post Graduate Diploma in Management from IIM, Bangalore, and his Ph.D. in Finance from Duke University, North Carolina. He has published a number of books in the area of Financial Derivatives and Securities Markets both in India, with McGraw-Hill, and in Singapore, with John Wiley.



Prof. Ullas Rao



Prof. Ullas Rao, a Rank Holder and Gold Medalist in M.Com., has 4 years of teaching and research experience. He is also a recipient of the All India Commerce Commemoration award for excellence in M.Com Degree.

Currently he is pursuing his Ph.D. in the area of Mergers & Acquisitions from the University of Mysore. He has presented research papers relating to his doctoral work at leading International Conferences.