



SDMIMD & J.A. Alpha Business Research & Publishers Pvt. Ltd.,



Cordially invite you to a three-day training program in
Singapore 19-21 July 2015

Topic:

Strategic Financial Management! – A Cost-Benefit Emphasis!!

By

Prof. N.R. Parasuraman Ph.D.,
Professor of Finance, SDM Institute for Management
Development, Mysore-India.

Dates:

19-21 July, 2015 (Three Days)
Time: 5.30 pm – 9.00 p.m.

Venue:

Village Hotel Albert Court,
180, Albert Street S189971 - Near Little India, Singapore.

To book your place (latest by Tuesday, the 30th June 2015), send an email at mdp.singapore@alphabizresearch.com, please.



About the Training!

The effective use of cost inputs in everyday decision-making and its foray into strategic planning and control have been the subject of considerable analysis in recent years. Business leaders, the world over, are waking up to the fact that if cost records and systems are made to synchronize around strategic imperatives, the planning and decision-making process would get substantially better. The evolution of cost accounting into management accounting and now into strategic cost management is a result of this realisation.

The thrust of the course will be on the practical demonstration of techniques and approaches which will improve the strategic focus of the organization. Not only will the generalized techniques like ABC, ABM Target Costing and the Balanced Scorecard be covered from the theoretical framework, but these will also be linked with case and practical demonstrations to drive home their ready applicability.



Course Fee:

US\$400/- (Course fee includes course materials,
dinner/coffee break for three days and a participation certificate).

For further information,

Please send an email at mdp.singapore@alphabizresearch.com
Or call +91 44 26840639 or +91 8220055161 or +91 564459173

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About the Trainer!

Dr. N.R. Parasuraman has thirty two years of experience in diverse areas of finance. He was the Company Secretary of FEDERAL BANK for five years. He has worked as Finance Manager of KEK group of companies, Trivandrum and as a 'Securities Analyst' for JOINDRE CAPITAL SERVICES, Mumbai. He has been in full-time academics for the last seventeen years. His special areas of teaching and research are Strategy, Financial Derivatives, Cost Management and Multinational Finance. He has authored a text book titled 'FUNDAMENTALS OF FINANCIAL DERIVATIVES' published by Wiley India Limited, which is very popular among the teachers and students of Derivatives, and it has gone into a third edition, recently. His second book titled, FINANCIAL MANAGEMENT – A STEP BY STEP APPROACH published by Cengage Learning last year has already received a very wide acceptance by academicians and students. He is also a visiting Faculty at the Indian Institute of Management, Kozhikode and the Indian Institute of Management, Rohtak. He has published over thirty research papers and concept articles in various national and international journals.

Topics Covered:

Day 1

- Strategy and Finance
- Overheads and strategy
- ABC and ABM in practice
- Customer profitability analysis
- Target costing
- Case on effective cost management

Day 2

- Real Options - the new strategic tool
- Capital budgeting under uncertainty
- Shareholder value creation
- Decision-making using costs
- Cost-cutting
- Case Discussion

Day 3

- The capital structure puzzle
- Cost strategy in enterprises
- Cost-benefit analysis
- Cost practices of companies
- Cost effectiveness - the need
- Case discussion

How to register and make payment?

Interested participants, please pay the 'registration fee' of US\$400/- using SWIFT or TT to the following account:

Account Name: J.A. Alpha Business Research & Publishers Pvt. Ltd.

Account Number: 50200001137869

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