



# Finance for Non-Finance Executives: Unlocking Financial Management Skills for Business Success



## Introduction (Programme)

Everyone in the business world understands that their decisions affect their company's market value. However, they are often puzzled by the numbers they deal with during their decision-making process. This program is designed to enhance the executive's ability to make decisions that create value, including buying new assets, launching new products, restructuring existing operations, acquiring other companies, and financing the firms' investments. Simply put, this program makes you financially fluent, mastering key aspects of accounting and corporate finance, which builds understanding and confidence at all levels of decision-making. Further, this program helps understand the best practice in real-world business decisions. At the end of the program, one can make better operational decisions with a clear understanding of the factors affecting business performance and shareholder value.

The program emphasizes rigorous analysis but avoids using formulas without direct application to decision-making. Also, understanding and recognizing the usage of spreadsheets has become part of most executives' tool kit, which the program uses extensively. In a nutshell, this program provides the opportunity to challenge their knowledge of finance and its importance in using it while making decisions, thereby creating value for the firm.

## Objectives

After completing the program, the participants will be able to:

- Become proficient in reading, understanding, and analyzing financial statements.
- Gain the best practice in corporate financial management, grounded within the context of everyday decisions.
- Use the discounted cash-flow principles and net present value (NPV) techniques to make value-creating investment decisions.
- Enhance your financial skills to contribute to board-level discussions with a deeper understanding of financial reports.
- Understand whether your decisions create value for the firm.

## For Whom

The program is designed with a focus on the executives/managers directly or indirectly involved with financial matters and financial management. By offering this comprehensive program, executives will gain the knowledge and confidence at all levels to contribute to financial decision-making within their organizations and create firm's value.

## Pedagogy

The program pedagogy will include various training methods such as lectures, discussions, exercises, assessment instruments, and role plays.

## Programme Director



**Dr. M Kannadhasan**  
Professor, Finance & Accounts

Dr. M Kannadhasan is a professor of finance at the Indian Institute of Management Raipur. He holds a Ph.D in finance from Anna University. He has received his bachelor's degree in commerce from Madras University, a Master's in business administration from Bharathiar University, and a Master's in foreign trade from Pondicherry University. Before joining IIM Raipur, he worked with Bharathidasan Institute of Management, Trichy. He teaches courses, namely, Financial Reporting and Analysis, Corporate Finance, Security analysis and portfolio management, financial derivatives, and Fixed Income securities. He has written a book Titled "Fixed Income Securities: Valuation and Risk Management", published by Cengage international. His research work has appeared in numerous journals of repute, including the International Review of Economics and Finance, Journal of Behavioral and Experimental Finance, Emerging Markets Review, Finance Research Letters, International Journal of Managerial Finance, Applied Economics Letters, The North American Journal of Economics and Finance).