

## 2. Finance for Functional Heads

**Target Audience: FINANCE FOR NON-FINANCE EXECUTIVES**

**Duration - 5 Days**

### **Day: 1**

- Paradigm shift in Financial Management
- Concept and Practice of Responsibility Center
- Understanding concepts underlying finance and accounts
- Recognize, understand and appreciate Balance Sheet,
- Profit and Loss Account, Funds Flow Statement and Cash Flow Statement
- Financial Ratio Analysis - Significance and Interpretation

### **Day: 2**

- Cost of Capital
- Impact of cost of capital on profitability of business
- Time Value of Money.
- Decision-making.
- Working Capital - importance
- Factors influencing working capital needs
- Operating Cycle and Working capital analysis
- Estimate of Working Capital
- Working Capital - Control and Management.

### **Day: 3**

- Profit Planning and Decision making
- Relationship between costs and volume
- Cost volume Profit Analysis - Break Even Chart

- Steps in decision making
- Analysis of alternative decisions
- Capital Budgeting Process
- Appraisal Criteria

### **Day: 4**

- Essentials of Budgeting
- Master Budget and Departmental Budgets
- Sales Budget, Production Budget, Cash Budget and Capital Expenditure Budget
- Flexible Budget
- Budget Implementation and Administration
- Advantages of Budgeting
- Identification of Grey areas in Budgeting and possible solutions

### **Day: 5**

- Pricing Strategy
- The Factors Influencing Pricing Decisions
- Marginal Analysis and Pricing
- Economic Theory of Pricing
- Demand and Supply Functions
- Limitation of Marginal Analysis
- Full Cost Pricing
- ROI Pricing
- Contribution Approach to Pricing