

INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY, AHMEDABAD

The world-class campus of Nirma University is located on Sarkhej-Gandhinagar Highway, about fifteen kilometers from the walled city of Ahmedabad. It is the outcome of the visionary leadership of one of the most successful entrepreneurs of India, Padmashri Dr. Karsanbhai K. Patel, who has created a business conglomerate known as Nirma Group. Institute of Management is a constituent of Nirma University, which was set up in 1996 by Nirma Education and Research Foundation to promote excellence in management education. The Institute has been consistently growing under the guidance of Shri Ambubhai Patel (Vice-President) and Dr. N. V. Vasani (Director General –Nirma University). Dr. C. Gopalkrishnan is Director of the Institute of Management and Dean – Faculty of Management. The Institute has been undertaking a wide range of educational and training related activities and series of national and international conventions which have helped it emerge as one of the premier business schools in the country within a short span of fifteen years. Presently, it is rated as one of the top twenty five B-Schools in the country. Its mainstream programmes include MBA (Full Time), MBA (Part Time), MBA (Family Business and Entrepreneurship) and Ph. D. in Management. The Institute also offers Executive Diploma Programmes in various functional areas of management. The Institute conducts need-based in-house training programmes to meet the training needs of industry. The Institute has academic alliance with international universities, such as New Mexico State University, USA; Hanyang University, South Korea; Florida Atlantic University, USA; and Minnesota State University, USA to name a few. The facilities on the campus include air- conditioned classrooms, a state-of-the-art library, a 450-seater auditorium, well-equipped computer centre and hostels for the students.



For further information, please contact:

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Management Development Centre

Institute of Management, Nirma University

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Management Development Programme

2011-12



FINANCE FOR NON-FINANCE EXECUTIVES

August 25-27, 2011

Programme Leader

Prof. Deepak Danak
danak@imnu.ac.in



Nirma University
Ahmedabad: 382481 (Gujarat)

BACKGROUND

Business stands for 'value creation'. All the managerial decisions and actions are expected to contribute to the core process of value creation. Though this basic principle is very commonly understood by all the managers irrespective of the business function that they are addressing to and the level at which they are operating, it does not automatically make them fully effective in their pursuit of the organisational goal of value creation. As such, value creation is basically an economic process that calls for proper understanding of the finance-related concepts like, time value of money, return and risk, net present value, economic value added, etc. in order to be able to exhibit the 'value thinking' or what is also called as the 'finance sense' in any functional decision.

As a matter of fact, these days, two changes in the management system of progressive corporates are quite noticeable. The first one is a conscious shift from the conventional 'Profit Based Management System' to the newly emerged 'Value Based Management System'; and the second one is the increased awareness of core role of any manager as the 'value manager'. Accordingly, this programme is designed to inculcate the self-concept of Value Manager in those people who are basically non-finance executives/managers. In this way, it is a unique programme that goes beyond what other institutes offer under the same title. Besides the core concepts in value creation, it would also include topics like reading and analyzing financial statements, budgeting, and cost management that are common concerns of most of such managers.

CONTENTS

- Value Creation and Non-finance Managers
- Time Value of Money
- Investment Decision Making
- Economic Value Added
- Understanding Financial Statements
- Analyzing Financial Statements
- Cost Concepts and Costing Systems
- Budgetary Control

WHO SHOULD ATTEND

The programme is meant for non-finance managers/executives occupying senior/middle level positions in corporate sector, who are looking after functions like Production, Materials, Marketing, Sales, HR, Quality Control, Research & Development, General Administration, etc.

PROGRAMME OUTCOMES

At the end of the programme, the participants are expected to:

- Develop an appreciation for their new role as Value Manager.
- Develop a clear understanding of what goes into the value creation process.
- Interpret the information contents of the financial statements.
- Analyze financial implications of various alternatives for decision-making.
- Participate in Project Planning and Appraisal process.
- Participate in budgeting, goal setting, and review processes in a more effective way.
- Appreciate computer applications in financial analysis.

FACULTY

The faculty of Institute of Management, Nirma University would conduct the programme.

PROGRAMME LEADER

Prof. Deepak Danak has been in academics for more than three decades. He has offered many In-house MDPs on the same topic and other finance related topics for companies like Zydus Cadila, Gujarat Mineral Development Corporation, Indian Air Force, Mundra Port & SEZ and Intas Pharma. He has been offering 'Finance for Non-finance Executives' as an Open-house MDP for last six years, which has been very well rated by the participants. Before joining the Institute, he held various positions in different institutes, including that of director of two management institutes for a total period of five years. He participated in academic administration of various universities as Chairman of Board of Studies in Management, and Dean of Faculty of Management. He has participated in several conferences and presented research papers, as also has got a few papers published. He has undergone Faculty Development Programme at IIM (A).

VENUE, DURATION & TIMINGS

The programme will be conducted at Institute of Management, Nirma University during August 25-27, 2011. Timings will be 09:30 AM to 05:30 PM.

PROGRAMME FEE

Non Residential : Rs. 10500/-

A company nominating three or more participants for the programme would be given a special discount of 10%.

The fee includes presentation material, refreshment and lunch on the programme days.

The fee is to be paid in advance through a demand draft or a local cheque drawn in favour of 'Institute of Management, Nirma University' payable at Ahmedabad.

NOMINATION FORM



Management Development Programme 2011-12
FINANCE FOR NON-FINANCE EXECUTIVES

August 25-27, 2011

Name of the Participant _____

Designation _____ Date of Birth _____

Organization _____

Address for Communication _____

Phone _____ Mobile _____

E-mail _____ Fax _____

Current Job Responsibility

Expectations from this programme

Date _____

Signature _____

Participant can be sponsored by self or by his / her employer.
If sponsored by the employer, please complete this section.

TO BE FILLED BY THE SPONSOR

Name and Designation of Sponsor _____

Name and Address of Organization _____

Phone _____ Fax _____ E-mail _____

Payment Details: Demand Draft / Cheque No. _____

Bank _____

(Drawn in favour of "Institute of Management, Nirma University" payable at Ahmedabad.)

Signature and Seal of sponsor _____

Please return filled up form to:

Management Development Center
Institute of Management, Nirma University
Sarkhej Gandhinagar Highway,
Ahmedabad-382 481, Gujarat
Ph.: 02717-241900-04 Fax: 02717-241916
Email: eec@nim.ac.in

(Please feel free to make photocopies of this application form.)

Book Post

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