

FACULTY

Dr. V. Srividya, Professor of Finance at PSGIM with 18 plus years of academic and Industry experience. She currently teaches courses on Investments management and financial services. Her research interests are in the area of capital markets, Microfinance and behavioral finance. She undertakes consulting assignments on revival and restructure of small businesses and Institutions.

Dr. Ramasundaram, Professor of Finance at PSGIM with 23 years of academic and Industry experience. He teaches courses related to finance and economics and conducts MDPs and FDPs on data analytics. His area of research includes financial econometrics and application of machine learning techniques in finance.

Dr.D. Kavitha, Associate Professor at PSGIM with 15 years of academic experience. She teaches accounting, finance and project appraisal courses. She has been trained at the Harvard Business School on teaching using case methodology.

Mr.L. Karthikeyan holds an MBA from Barathidasan Institute of Management and has served in the industry for about four years and in Academia for 5 years. His current research interest is in the area of Derivatives. He handles Financial derivatives, Financial modelling and Analytics Courses.

Mr.S.S. Manikandan has 10 years of Industry experience in varied finance field from multiple MNC's. He currently teaches Accounting for Decision Making and International Finance Management. His area of interest includes Business Analysis, Cost Management, Financial Reporting and Budgeting.



Management Development Program

FINANCE FOR NON FINANCE EXECUTIVES

6th & 7th
September 2019

PSG Institute of Management

PROGRAM OVERVIEW

The role of corporate executives is increasingly becoming cross - functional and interdependent. Irrespective of the varied roles functional managers perform, they need a sound understanding of finance to make effective decisions. This MDP introduces the essential terminology in finance and the techniques in financial management. It aims to equip professionals across functional domains with a comprehensive working knowledge of finance so that they are able to interpret financial data more meaningfully.

OBJECTIVE

- To understand the financial implications of corporate activities and thereby enhance executive's role as decision makers.
- To understand and analyze financial statements.
- To provide the ability to discuss the relevant financial issues with finance managers in their organization.
- To help understand the impact of various decisions on the company's performance.

PROGRAM CONTENT

- Basic Accounting & Finance terminology
- Understanding and Analysis of Financial Statements
- Cost Management
- Cost Analysis for Managerial Decision Making
- Budgeting and Budgetary Control
- Time Value of Money
- Capital Expenditure & Budgeting Decisions
- Cost of capital
- Working Capital Management

PEDAGOGY AND PROGRAM HIGHLIGHTS

- The program uses lecture method, cases, live data and discussions to achieve the learning and conceptual understanding.
- Provides practical insights and gives non specialists a swift appreciation of the fundamentals of finance and accounting, potentially leading to better retention of the gained knowledge.
- Participants shall be provided with a copy of the training material.
- Participants shall be awarded a certificate of participation

WHO SHOULD ATTEND:

Entrepreneurs, Managers, Middle level & Senior level executives in non-financial positions who need to improve their financial skills in order to make critical business decisions involving cost-savings, budgets, new projects, growth strategies etc. The programme is also appropriate for Small business owners and non-financial managers across different industries, both in the public and private sector.

PSG Institute of Management



6th & 7th September, 2019

09:00AM - 05:00PM

DATE & VENUE

PROGRAM FEES

INR 4,000 per participant (Non-Residential) and INR 5,500 per participant (Residential).

Early Bird Discount - Nominations received on or before 15th August, 2019 will be entitled to an early bird discount of 10%.

The fee has to be paid either by cheque or demand draft drawn in favour of "PSG CNCE" payable at Coimbatore

<https://events.psgiconnect.com/e/mdppsgim>

CONTACT US

For Registration

Dr.V. Srividya

Professor & Head-Finance

PSG Institute of Management

Coimbatore – 641 004.

www.psgim.ac.in

✉ srividya@psgim.ac.in

☎ +91 98941 37684

☎ +91 422 4304400

