



Do you understand the  
**Essentials of Finance?**

**Program on Finance Essentials for non-Finance Executives**

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## What can the CMDC at ISBR do for you?

The Centre for Management Development and Consulting (CMDC), prepares managers and leaders to tackle business challenges by equipping them with insightful ideas and tools. CMDC's thoughtfully designed are powered by our global network of experts and our training philosophy that emphasises applied knowledge and the application of theory to practice. With its learning interventions and consulting engagements, CMDC aims to support progressive organisations and executives on their journeys in achieving critical breakthroughs in performance.



### I am not a Finance professional - why undergo a course in finance?

- Every major decision in an organisation is based on considerations of Finance.
- If you are heading Production, Purchases, Sales, Operations etc and you aspire to ascend in your profession an understanding of finance is a pre-requisite.
- If you are an entrepreneur or aspire to be one, you cannot do without a basic knowledge of finance

### **What will I learn?**

- How Business Entities are structured
- How does a business get and use money; What is the need for record keeping
- What is the role of the Finance department
- Why financial markets? Financial Claims – Assets & Liabilities
- Types of securities, Concepts of return or yield,
- Risk & Liquidity
- Accounting, Profit vs Cash, statement of cash flows
- Time value of money, Financial Ratios

### **Who will benefit from a program on the fundamentals of Finance?**

Non-finance executives at all levels of the hierarchy in all industry domains and entrepreneurs.

## The Learning Outcomes

- Understand why accounts are prepared
- Understand what is financial management and how it is different from accounting
- What are financial statements? How do they aid managerial decision making?
- Understand why a knowledge of finance is a sine qua non for professional advancement
- Understand why working capital is important. How working capital managed efficiently.
- Gain an understanding of financial ratios and their role in enterprise decision making

## About your Guide



### **Dr Sunil .K . Parameswaran Ph.D**

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Sunil K. Parameswaran is the Director & CEO of Tarheel Consultancy Services, Bangalore, a corporate training and management consultancy firm set up by him in 2004.

Sunil is a Visiting Faculty at some of the leading business schools in India, where he anchors courses in the area of Finance. His primary areas of interest are Securities Markets; Financial Derivatives; Fixed Income Securities; and International Finance.

For the past 16 years Sunil has been active as a corporate trainer and management consultant. He has delivered training programs on Global Securities Markets and Global Banking to some of the multinational IT firms located in India. Sunil also has over 25 years of teaching experience and has taught at leading business schools in the U.S., Singapore, Australia, and India.

Sunil obtained his Ph.D in Finance from the Fuqua School of Business at Duke University in North Carolina U.S.A. He obtained his M.B.A from the Indian Institute of Management, Bangalore, and holds an undergraduate degree in Chemistry from St. Stephen's College, New Delhi.

A prolific writer, he has published several books, primarily in the field of Financial Derivatives, with McGraw-Hill in India and in Singapore, and John Wiley in Singapore and in India. He is a consultant on corporate relations for a leading business school in western India.

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