



The 'Finance Toolkit' for Entrepreneurs

Program on Finance Essentials for Entrepreneurs for managing enterprises & personal finances

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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 an entrepreneur, why should I learn Finance ?

Most founders, especially in the early days of their company are focused on attracting and retaining customers. Additionally, in a company's early stages, the founders are also busy delivering their products to clients particularly in knowledge or skills based industries.

Meanwhile, who is balancing the books and managing the business' finances? Without a full-time accountant on staff, it can be hard to do anything more than just the bare minimum in terms of financial analysis.

A financially literate founder is more likely to be fully in control of the business. Gaining an understanding of finance, provides a clear view of the financial state of your enterprise and facilitates smarter business decisions.

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
- Orders & Market Structures
- 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

- Understanding the role of the Finance function in an organisation
- Understand the intricacies of financial statements
- Appreciate the structure of loans
- Appreciate the basics of trading on a stock exchange
- Understand the working of a mutual fund and the use of such funds in wealth management

About your Guide



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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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