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**Four-Day Intensive Workshop on  
Finance for Non- Finance Executives**  
- Organized by Venture Center and V3C3E3 Advisory & Consulting Group -

Learn	To formulate, analyze, implement and support financial strategies and goals; Identify, communicate and implement the role of finance in supporting and enhancing the organization’s functional areas; Comprehend key financial terms and statements; Tactical and strategic decision making using relevant concepts; Analyze the effects of evolving global markets on business strategies, financial results and business decisions; To understand and balance conflicting and complex financial objectives.
Organized by	<ul style="list-style-type: none"> <li>Venture Center – a Technology Business Incubator</li> <li>V3C3E3 Advisory &amp; Consulting Group</li> </ul>
For whom	<ul style="list-style-type: none"> <li>Industry professionals wishing to expand their skill sets ;</li> <li>Entrepreneurs</li> <li>Students</li> </ul> <p>First-come-first-serve. First-come-first-serve. Only 25 seats available.</p>
When	19 <sup>th</sup> , 20 <sup>th</sup> , 26 <sup>th</sup> , 27 <sup>th</sup> June 2013 0830-1900 hrs.
Where	Training Room, Venture Center, 100 NCL Innovation Park, Dr. Homi Bhabha (Pashan) Road, Pune-411008.
Contact	Ms. Lipika Biswas Venture Center, 100, NCL Innovation Park, Dr. Homi Bhabha Road, Pune – 411008; Phone: +91-20-25865877 Email: eventsdesk@venturecenter.co.in
Cost	Workshop fees: Rs 10,000 per participant Applicable discounts: <ul style="list-style-type: none"> <li>Groups of 3 or more eligible for discount of Rs. 1,000/- per seat</li> <li>Students with valid ID card : 50%</li> <li>Micro-small enterprises: 30%</li> </ul>



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## Introduction

Finance is a challenge for many engineers and technologists. This is because everyone tends to believe that this is a complex subject and they generally do not pay much attention to this important subject. However one can easily understand that Finance is the blood line for any organization and any entrepreneur or any senior executive can hardly afford to neglect this important subject. The health of an organization is basically dependent on availability of adequate financial strength. Learning about Financial management is essential in current industrial / business environment irrespective of the size of an organization.

### **The objectives of the training are specified below:**

- To understand the basic framework for financial management
- To learn about the issues involved in terms of basic accounting principles and statements such Balance Sheet / Profit and Loss Statement along with concepts related to Trial Balances and all the forms of ledgers that are required for maintaining / keeping company accounts
- To understand the basic statutory needs for company accounts and taxation issues applicable to the organizations
- To learn more about Sources of Funding and Capital Budgeting / Working Capital finances
- To learn more specific details about Relationship between Company Plans and Budgeting activities
- To learn about the basic framework for financial analysis and reporting
- To learn about Discounted Cash Flows and time value of money
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This particular course has been specifically designed for engineers / technologists and senior executives who have a need to understand and develop basic understanding the frame work for financial management.

## Course Outline

- Finance, terms and statutory implications, taxation issues applicable and their relevance in their day to day applications
- Context, overview and basic concepts of Finance Management
- Interpreting / analysis of different financial statements
- Insight into Budgeting, Cash Flow and Balance Sheets / Profit & Loss statements and other financial reports / statements etc
- Tools / techniques / analysis methods for effective decision making in day to day operations
- The course will have case studies and examples and Q/ A sessions



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Schedule	
<b>19<sup>th</sup> June 2013</b>	
Time	Session Title
8:30 AM - 11.00AM	Need for learning Financial Management Overview of Financial Management
11.00 AM - 11.15AM	Tea Break
11.15 AM - 1.15 PM	Accounting and Financial Statements & Discussions with few examples
1:15 PM - 2:00 PM	Lunch
2:15 PM - 3:45 PM	Cash Flow Statement- Business Need and approach
3.45 PM - 4:00 PM	Tea Break
4:00 PM - 6:00 PM	Financial Statement Analysis
<b>20<sup>th</sup> June 2013</b>	
8:30 AM - 11.00AM	Financial Statement Analysis – continued Examples
11.00 AM - 11.15AM	Tea Break
11.15 - 1.15 PM	Planning, Budgeting, and Controlling With Examples
1:15 PM - 2:00 PM	Lunch Time
2:15 PM - 3:45 PM	Working Capital Management –critical issue for SME segment
3.45 PM - 4:00 PM	Tea Break
4:00 PM - 6:00 PM	Presentation by CA about challenges faced by New SME units for Financial Management



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Time	Session title
<b>26<sup>th</sup> June 2013</b>	
8:30 AM - 11.00AM	Sources and Forms of Financing
11.00 AM - 11.15AM	Tea Break
11.15 AM - 01.15 PM	Cost of Capital and Capital Structure
1:15 PM - 2:00 PM	Lunch Time
2:15 PM - 3:45 PM	Profit Planning and Decision-Making
3.45 PM - 4:00 PM	Tea Break
4:00 PM -6:00 PM	Presentation of case study by CEO / CFO of a new unit
<b>27<sup>th</sup> June 2013</b>	
8:30 AM - 11.00AM	Time Value of Money
11.00 AM - 11.15AM	Tea Break
11.15 AM - 01.15 PM	Capital Budgeting
1:15 PM - 2:00 PM	Lunch Time
2:15 PM - 3:45 PM	Business Valuation
3.45 PM - 4:00 PM	Tea Break
4:00 PM - 6:00 PM	Q & A
5:45 PM - 6:15 PM	Wrap up & Feedback Vote of Thanks

#### Course includes

- Course notes (hard copy) including slides, case studies, application notes
- Access to restricted website with online compilation of resources
- Certificate of Participation issued by Venture Center and V3C3E3 Advisory & Consulting Group
- Course includes tea and lunch at Venture Center cafeteria

**\*Please note the participants will have to arrange for their own travel, local transport, accommodation and dinner**

**Lead Faculty****Mr. Girish Kelkar**

Girish Kelkar is a Senior Management professional with 40 years of experience in management of high technology companies including several software technology companies. He has been working as a member of the Board of the Directors with several IT companies over the last 15 years.

Initially he worked as a senior professional for Business and Engineering Applications in India and traveled across the world to set up various international operations. He has directed software development projects in India, Nigeria, UK and USA. He has multi-faceted experience and has worked with many MNCs and Indian Organizations (Alfa Laval AB Sweden, Satt-Control AB Sweden, Onward Technology Group India, Magic Software Enterprises Inc Israel (India and Nigeria), ALS Group Detroit USA, Core Objects Inc. USA, Jopasana Software and Systems Ltd. India, cMAT Software Group India). Girish has received many awards during his career for his outstanding contributions to the professional activities in many prestigious projects.

Girish holds a bachelor's degree in Mechanical Engineering from the COEP / University of Pune and the post graduate degree from the National Institute of Training in Industrial Engineering (NITIE). He is a member of numerous professional organizations including Computer Society of India (CSI), and Mensa International. He has served as a visiting faculty member at a number of institutions in India and Nigeria.

Girish was the President of PMI Pune Deccan India Chapter (International Award winning chapter for 2007). Girish is associated with Project Management Institute of USA, one of the largest professional organizations over the last 10 years and has received Component leadership award for his achievements during 2009. He is very actively involved in PMI activities for the last decade.

The main areas of expertise include:

- Strategic Planning / Business Development (Setting up new ventures and helping the organization for Developing new Businesses)
- Business Turn around for SME units
- Organization Development / Executive Coaching and Leadership Development
- Project Management
- Technology Operations and Product Development (Concept to Delivery)
- Operations Management and Productivity Improvements
- Consultancy for ERP projects / ERP Add on modules
- Coaching & Training

**He is currently actively pursuing his Fellowship Program at NITIE Mumbai in Project management.**


**Mr. Dilip Thosar**

Dilip is an alumnus of IIT Kharagpur and IIM Ahmedabad. He has over 25 years of experience in the Indian IT industry, spanning sales and marketing, software architecting, project management, delivery management and resource management. He has worked with large corporate organizations like Wipro, HCC, UTC and Hexaware and also runs his own entrepreneurial venture providing software services and products to banks, corporate and software companies including captive IT setups.

Dilip is an avid believer in and practitioner of the Theory of Constraints as applied to business organizations.

Areas of specialization

- Sales & Marketing Management
- Strategic Management & Operations Management
- IT / ITES operations / SW Project management
- General Management
- Organization Development & Leadership Development
- Business Development / Financial Management
- Innovations / Creativity


**Dr. Santosh Dastane:**

M. A (Economics), PhD (Economics) University of Pune, has written /published several books / articles several issues concerning Indian Economy and has carried out several research projects for the Institutes of Learning and the Govt. / Semi-Govt. Authorities. He is associated with many educational and social organizations. Some of his yearly publications are used as reference by many professionals in the field of Economics and Government agencies.

He is associated very closely with University of Pune and is appointed to many of the academic committees responsible for educational reforms. He has been PhD guide for over 25 students in his career.

His areas of expertise are:

- Managerial Economics & Financial Management
- Economic studies and economic surveys for several fields of study
- Management of Educational Institutes
- Guidance to social organizations and NGOs
- Business Management & Entrepreneurial Development
- Soft skills development
- Guidance to PhD students



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## About the Organizers



### About Venture Center

Entrepreneurship Development Center (Venture Center) – a CSIR initiative – is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India. The Venture Center is a technology business incubator supported by the Department of Science & Technology's National Science & Technology Entrepreneurship Development Board (DST-NSTEDB). Venture Center's focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering. For more information, visit : [www.venturecenter.co.in](http://www.venturecenter.co.in)



### About V3C3E3 Advisory & Consulting Group

V3C3E3-ACG (V3C3E3 Advisory & Consultancy Group) was established by professionals with a vision to provide world class management advisory services. These will include business solutions, product development, operational excellence and leadership and competence building for a range of industries. The group has been formed by experienced professional with each of them having over 30-40 years of experience managing a diverse range of activities in a variety of industries. These professionals have carried out various prestigious assignments in their career, in India as well as in many countries world over.

V3C3E3 stands for the following traits that the members of the group bring to the table for the benefit of our esteemed customers. Our conviction to run the activities of the consulting group are based on the following set of principles and values that form the base

**V3= Vision, Value, Versatility**

**C3 = Competence, Commitment, Credibility**

**E3 = Expertise, Experience, Excellence**

For more information, visit : [www.v3c3e3.com](http://www.v3c3e3.com)