



## Introduction

Financial Accounting is now one of the most indispensable skills to make a career in the fiercely competitive finance industry. Professionals today have to deal with all types of financial data to succeed in their careers.

Our course will help professionals from different business domains to take better finance decisions and understand the impact of these decisions on the performance of not only their respective business units, but also their companies.

Our aim is to provide comprehensive working knowledge of critical financial principles in a lucid manner.

## Applications in Business

**Human Resources:** Decisions related to hiring, promotions, or employee engagement involve a cost. It is important that the employee's morale remains high with fair appraisal, recreational events, etc. Hence, it is important for HR managers to run cost benefit analyses and reach at the best possible mix.

**Marketing:** The lifeline of any business is its topline. The marketing department has to choose between different channels, i.e., TV, radio, print, and digital. It is critical for a marketing professional to have the right mix, as budgets are always limited and the aim is to maximize revenue.

**Sales:** It is imperative to arrive at the right number of field staff in today's business environment i.e. Due to demonetization and lower consumer demand, ITC Sales Managers have to take decisions around cutting number of temporary field sales staff to ensure profitability is maintained

**Operations:** Complex decision-making is an integral part of an operational life cycle. For example, to choose between automation and labor, it is important to factor in the capex required in case of the former.

**Administration:** Professionals in the administrative space need to prepare budgets and describe expenses under various heads, to run the office/facility efficiently.

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## Key Takeaways

This course will help you:

- ✓ Understand different financial terms and make sense of financial reports
- ✓ Evaluate financial performance
- ✓ Undertake financial planning and budgeting
- ✓ Analyze investment proposals
- ✓ Understand how decisions impact a company's overall financial performance



## Who should sign up

- ✓ The course is relevant for anyone who wants to learn about the nuances of finance
- ✓ Students/Professionals with commerce/accounting backgrounds
- ✓ Corporates looking to make their employees get the right financial knowledge to excel at workplace

## Course Fees

The fees for the 2-day program is INR 7,000 (plus service tax). In case you are looking to provide corporate training to employees in your organization, we are flexible to cater to any specific requirements

## Venue

Spaze iTech Park, 556  
Tower B2, 5<sup>th</sup> Floor, Sector 49,  
Gurgaon, Haryana, India-122018

## Certification

A completion certificate will be provided at the end of the course to all participants

# Course Content

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This course will help you learn the following concepts:

- ✓ Understand the framework of Financial Statements – Income Statement, Balance Sheet, and Cash Flow Statement
- ✓ Get familiar with the double-entry, book-keeping system, and journal entries
- ✓ Comprehend the impact of various business transactions on a company's financials
- ✓ Describe financial jargon such as working capital requirements, capex, and shareholder's equity
- ✓ Learn recognition of costs and revenue
- ✓ Understand complex topics covering fixed assets, inventory recognition methods, accumulated other comprehensive income, deferred taxes, marketable securities, and long-term debt
- ✓ Develop a decision-making skillset using financial analysis
- ✓ Analyze a company on the basis of ratio analysis
- ✓ Evaluate investment projects – meaning and importance of capital budgeting, techniques – NPV, IRR, payback period, and ARR
- ✓ Comparison between NPV and IRR – which is better and why?
- ✓ Budgets – definitions, examples, difficulties and forecasting
- ✓ Variances
- ✓ Return on investment and other key performance indicators
- ✓ Summary and conclusion

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## Team

### ANMOL BHANDARI, CEO & Co-founder

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- Investment Director & Head of Business Development, Gaia Renewable Capital
- Director, Business Development, Copal Partners
- Hedge Fund Strategies Group, Goldman Sachs
- Harvard Business School, OPM 45
- B.Sc. Electrical Engineering, Villanova University

### AMAN CHOWDHURY, CFA, CEO & Co-founder

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- Country Head, Copal Partners, India
- Vice President, Genpact & J.P. Morgan
- Investment Banker, Credit Suisse & Lazard
- MBA, Darden Business School, University of Virginia
- B.A. Economics, St. Stephen's College

### KARANMALHOTRA

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- Senior Vice President at Cians Analytics
- Analyst, JPMorgan Chase & Co.
- Senior Business Analyst, Evalueserve
- MBA, SCMLD, Pune
- Bachelor's Degree in Commerce, Panjab University

### VAIBHAVAGGARWAL, CFA

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- Senior Member of the Investment Research / Financial Modeling team at CiansAnalytics
- Extensive experience in building financial models for various sectors – Oil and Gas, Banking, Retail etc.
- CFACharterholder
- Bachelor's Degree in Commerce, University of Delhi

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## How to Register?

Interested candidates could register with us by visiting our **registration page** on [www.ciansacademy.com](http://www.ciansacademy.com)

For any further enquiries, you could reach us at:

### Address

Spaze iTech Park, 556  
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Gurgaon, Haryana, India-122018



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*See You in Class!!!*