

# Finance for non-financial professionals

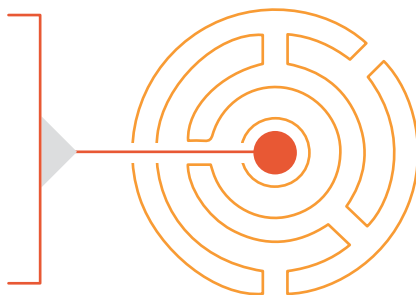
PwC's Academy in India  
2-day workshop  
Location: Gurugram |  
Mumbai | Hyderabad |  
Pune | Chennai | Bengaluru



# Helping non-financial professionals raise their awareness of finance and use financial information in making better business decisions

## Objective

To raise the level of financial awareness of participants and enable them to use the financial information provided to make better short-term and long-term decisions in managing their businesses.



## Who should attend?

Directors, managers and anyone who uses financial information in the course of their work.

Prior knowledge of accounting/finance is not required.





## Benefits of attending

There is a greater need to understand financial information, particularly the balance sheet, profit and loss account, and cash flow statement, as companies strive to enhance their shareholder value. Decisions made without properly understanding the financial implications may lead to reduced profits (or even losses) and a reduction in shareholder value.

By raising their financial awareness, participants are better able to manage businesses' revenues, costs, profits and cash. Participants will also be able to use their new financial knowledge to make more effective decisions. This workshop will provide basic financial principles and cover generic financial management tools necessary for decision making. Learning is achieved via examples, which reinforce the theory, and topic-related internationally acclaimed videos which successfully simplify the financial topic for the non-financial person.

Participants will also go through a highly interactive board game, ProfitPlus™, which allows them to experience how transactions affect the balance sheet and profit and loss account over two trading years. Participants also prepare year-end financial statements. For many participants, the ProfitPlus™ board game is the favourite part of the workshop when we conduct in-house workshops for our participants.

This is a very popular finance workshop conducted across territories and has attracted more than 10,000 participants worldwide.



Participants will be awarded a Certificate of Participation on successful completion of the course.



# Workshop agenda

## Financial statements

- Understand the main components of a typical set of financial statements or annual report
- Appreciate the key underlying accounting concepts used in the preparation of financial statements

## Business analysis

- Know how to interpret financial statements and analyse businesses using the seven-step approach
- Perform a SWOT analysis using financial statements

## Costing

- Know the different categories of costs which exist and their implication on costing
- Understand costing concepts and apply them in making business decisions

## ProfitPlus™ board game

## Budgeting, forex and taxation

- Have an appreciation of budgeting and the effects of foreign exchange movements and taxation on financial decisions

## Investment appraisal tools

- Understand the payback period, net present value and internal rate of return methods of project appraisal in decision making
- Understand briefly the concepts of shareholder value, and gearing and weighted average cost of capital

## Profit vs. cash

- Understand the difference between the impact on profit and cash of 15 typical transactions which companies undertake
- Be clear on why cash is king

## Warning signals

- Uncover and appreciate what some of the clear warning signals are in financial statements

# PwC's Academy in India

PwC's Academy is a learning and education service offering of PwC India. It provides diverse training courses based on the best practices of PwC's global network of firms and brings real-life business experiences into the classroom. Moreover, our highly experienced professionals help to make learning more effective and practical.

Based on our extensive know-how, we seek to deliver unique learning experiences that are stimulating, engaging and valuable, and which continue to have an impact long beyond the completion of the course.

PwC's Academy focuses on improving the knowledge, skills, competence and expertise of professionals and students in the areas of finance and accounting. This in turn will help organisations meet the challenges arising in the rapidly changing regulatory and financial reporting landscape of corporate India.

Courses conducted by PwC's Academy in India:

- a. Preparation course for ACCA diploma in International Financial Reporting Standards
- b. Finance for non-finance professionals

PwC's Academy invites you to enrol for the 'Finance for non-finance professionals' programme. The academy will be conducting regular workshops across India. The workshops can also be conducted 'in-house' for our corporate clients.





# Training outline

## Day 1

- Introduction
- ProfitPlus™ board game – round 1
- Financial statements
- Business analysis
- Costing

## Day 2

- Budgeting
- Foreign exchange implications
- Taxation
- Investment appraisal tools
- Profit versus cash
- Warning signals
- ProfitPlus™ board game – round 2

## Know your instructors

Your programme instructors have extensive practical experience in providing assurance and accounting advisory services to clients across multiple businesses and territories, both within and outside India. They also have extensive experience in conducting various technical training workshops and seminars for clients as well as at external professional forums.

## Registration:

To register and for any other details, please visit <https://www.pwc.in/services/accounting-advisory/finance-for-non-financial-professionals.html>

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## Dates and locations:

For dates and locations of upcoming batches, please visit <https://www.pwc.in/services/accounting-advisory/finance-for-non-financial-professionals.html>

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## Programme fees:

INR 20,000 per participant

# Notes:

- Fees are exclusive of all applicable taxes.
- Fees include refreshments, lunch and a seminar kit.
- Discounts are available for groups.
- For payment details, please visit <https://www.pwc.in/services/accounting-advisory/finance-for-non-financial-professionals.html>

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