

FINANCIAL SKILLS

A critical ingredient for making informed business decisions.

Presenting **Finance for Non-Finance Professionals.**

FINANCIAL SKILLS

CRITICAL THINKING

RISK TAKING

DECISION-MAKING



Finance for Non-Finance Professionals

This programme provides an understanding of the basic concepts of accounting and finance to managers from a non-finance background. It gives insights on how financial data is used to make business decisions, while understanding its financial implications. In addition, the ability to interpret financial information helps to understand resource acquisition and allocation, and communicate more effectively with the firm's financial managers.

- **Objective:** This programme is designed to meet the challenges faced by professionals who need financial knowledge in their day-to-day work. It also fulfills the educational need for those who aspire to get conversant and proficient on financial topics.
- **Ideal for:** This programme is tailored for:
 - Middle level executives working in marketing, operations, materials, human resource and other non-finance areas of companies, who are desirous of understanding the basics of finance.
 - Students of non-commerce streams or those who want to gain comprehensive understanding about finance to improve their career prospects or to pursue professional courses in accounting or finance.

Programme Benefits

Post-completion of this programme, participants would be able to:

- Seek a broad, yet comprehensive understanding of financial tools and analytical methods to make better business decisions
- Recognise the use and characteristics of a balance sheet
- Recognise the use and characteristics of an income statement
- Identify a Cash Flow statement and how to use it
- Recognise the use and characteristics of the notes to financial statements
- Theory and practical knowledge about accounting and finance topics, case-studies, real-life examples, mastery test, etc.

Programme Structure

This programme provides managers with a basic understanding of financial management. It demonstrates how to read and understand key elements of financial statements and reports, such as balance sheets, income statements and cash flow statements.

- **Topics Covered:**
 - Introduction to Financial Statements
 - Profit & Loss Statement Analysis
 - Balance Sheet Analysis
 - Cash Flow Analysis
 - Costing Decisions
 - Financial Analysis
- **Content Format:** The programme content is in ABT (Audio based format). ABT contains PPT slide / instructions / flow charts / process diagrams, animation and voice over of faculty.
- **Duration:** 15 hours
- **Subscription:** 180 days from the date of registration
- **Programme Fee:** ₹2,899/- inclusive of all taxes

Programme Features



Convenient: Learn online - anytime, anywhere



Developed by experts



Repeatability: Programme can be viewed multiple times during validity period



Step by step explanation



Live Q & A session conducted by Virtual Class (Video Conference) once in every 3 months during the validity period

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For any assistance, you can mail us on learning@icicisecurities.com or call us on 08451057943 / 08451942818
(Please call between 10:00 a.m. to 06:00 p.m. from Monday to Friday)