

FINANCE EDGE

By Dr Anil Lamba

6 Weeks/18 Sessions

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Session 1

Basic Concepts

Understanding accounting principles, basic concepts in financial management and introduction to financial statements.

Session 2

Understanding Financial Statements

In this session the structure and contents of the Profit & Loss A/c and the Balance Sheet and the relevance of different items contained therein are explained.

Making of a Balance Sheet – The Layman’s Way

This session covers the easiest and most logical way to prepare profit and loss accounts and balance sheets without even an elementary knowledge of accounting.

Session 3

A closer look at the Balance Sheet

Understanding what this statement reveals.

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Session 4

Golden Rule No. 1 - Managing Profitability

The objective of setting up any business enterprise is to make profit. In this session we will discuss the concept of profit, generating which is the collective responsibility of the entire organization.

This session will also cover concepts like RoE, signifying how good the company is in generating returns on the investment it received from its shareholders, EVA etc.

Dr Lamba will also share his three super secrets of increasing profit without even increasing sales.

Session 5

Golden Rule No. 2 - Cash Flow Management

It is an established fact that most business failures are caused by financial mismanagement. It is imperative for an organization to survive and prosper that Good Finance Management is practised at all levels across the organization.

In this session we will discuss the importance of effective cash-flow management for long-term sustainability.

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Session 6

Marginal Costing Principles

In this session will be discussed how to work out break-even points for businesses/projects, how to set targets for achieving sales, determine pricing policy, take marketing-related decisions, understand the impact on profitability of decisions pertaining to credit given to customers, discounts offered etc.

Session 7

Case Studies on Application of Marginal Costing Principles

Session 8

Case Studies on Application of Marginal Costing Principles

Session 9

Leverage Analysis

How fixed cost assets or funds can be used to magnify returns to owners will be explained in this session. Also covered will be the impact of borrowing on profitability, how to maximise profitability by using leverages to one's advantage and the use of leverage analysis to understand how safe/risky an organisation is.

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Session 10

Global and domestic economic scenario - an overview

The world intermittently witnesses recessions and only the fittest survive in the aftermath.

Topics to be discussed include:

what is recession, what are its causes and impact;

what is inflation, GDP etc.;

what is the role of interest in an economy;

what was the sub-prime crisis all about and what caused it;

what makes the US dollar so powerful and who accorded it the status as the world's reserve currency.

Session 11

Ratio Analysis

Ratio Analysis is also a powerful control tool and helps in inter- and intra-company analysis and also in ensuring that the organisation is performing within industry norms, and if not, the steps to be taken for it to do so.

Session 12

Case Studies on Ratio Analysis

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Session 13

Evaluation of Capital Expenditure Proposals

In this session we will discuss the Net Present Value method of evaluating projects and will also clarify terms like Discounted Cash Flow, Internal Rate of Return etc.

Session 14

Case Studies on Evaluation of Capital Expenditure Proposals

Session 15

Post IPO : Its Still Your Business - ('Go Public' without losing control over your Company)

This session takes you through the stages of evolution of typical businesses that start with an idea and eventually get transformed into large successful organisations. Beyond a point, however, businesses may tend to stagnate for want of resources, at which point it may become necessary to raise funds through a public issue. This session explains how an entrepreneur can involve thousands of part-owners in a concern and yet continue to exercise control over the business as if it were his own.

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Session 16

Making of Funds Flow Statements

This session will cover the steps involved in the making of a Funds Flow Statement and the importance of footnotes to financial statements and how to use them in the preparation of a Funds Flow Statement.

Session 17

Reading of Funds Flow Statements

How to read Funds Flow Statements to get an insight into the happenings within an organisation, understand where the money has gone and whether it has been put to right use.

Session 18

Case Studies

1. Dhirubhai Ambani
2. Harshad Mehta

We will also cover short case studies on **Insider Trading, ACC, Subhiksha and George Soros** during these 18 sessions

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The program will be practice oriented and shall comprise lectures, case studies, group discussion etc.

Sessions will be held thrice a week, every Monday, Tuesday and Wednesday from 6:00 to 7:30 p.m. on Zoom Platform.

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Bestselling author, financial literacy activist and an international corporate trainer, Dr Anil Lamba is a practicing Chartered Accountant and holds degrees in Commerce, Law and a Doctorate in Taxation.

Dr Lamba's training programs are held internationally, with a client list exceeding 3000 large and medium-sized corporations spread across several countries including India, the USA, and in Europe, the Middle-East and the Far-East.

His books, **'Romancing the Balance Sheet'**, **'Eye on the Bottom Line'**, **'Flirting with Stocks'** & **'Financial Affairs of the Common Man'** are making waves.

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Mr Amit Kalyani

Deputy Managing Director at Bharat Forge Ltd

I would like to express my thanks to Anil for introducing me to the principles of finance at the young age of 18. This was right before I went to college abroad, I decided that since I hadn't ever taken finance classes in school and was about to pursue engineering in college, I wanted to get a sound understanding of finance.

His passionate and practical way of explaining finance has stood me in good stead and allowed me to understand complex balance sheets in a very simple manner.

I consider him to be a great teacher and it does not matter if you are a novice, intermediate or someone with an advanced understanding of finance, you will definitely benefit from his in person or online teaching. I wish him all the best in his endeavours.

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Ms Deepika Jindal

Creative Director & MD at JSL Lifestyle Ltd

I was very scared of the word “Finance” and my brain would go into a shutdown mode. Thanks to Dr. Anil Lamba’s courses which are excellent and a must-do for everyone, I have learnt a lot and his method of teaching is great fun along with the needful learning.

Thank you Anilji for sharing your knowledge.

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Dr Parag Sancheti

Professor & Chairman, Sancheti Institute
For Orthopaedics & Rehabilitation

I have known Dr Anil Lamba for more than 15 years. However, I became his fan after attending his Course 'Finance for Non-Finance People' in April 2011. It has been said that Doctors cannot be good at finance. But this course has revolutionised the way I thought about finance and proved this statement to be wrong.

My father always tried to impress on me that finance management is important but it was not until I attended Anil Lamba's course that I realised how true his words were. This finance course left me with lessons which I still find useful.

Anil Lamba's programs are amazing and his ability to clearly explain finance terms and concepts with easy to understand appropriate examples makes them unique. His talks are simplified and so practical, that even though I was a doctor, I understood them well. All his talks were outstanding and had a great take-home value.

Dr Lamba has a unique style of delivering his talks. He is confident, clear and the content is easy to grasp. This surely qualifies him to be amongst the top trainers in finance management globally.

Anyone who does Anil Lamba's financial course can only stand to benefit from them and I strongly recommend this course to anyone who would like to understand good financial management and make their organisations profitable.

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Mr Rahul Rathi

Founder & Chairman of
Purnartha Investment Advisers Pvt Ltd

I attended Anil Lamba sir's class in 1993. Sir focussed on building skills to read financial statements.

His teaching style encouraged developing a thought process to analyse financial numbers. I have benefited from his class and highly recommend his class as a must-do for everyone.

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Ms Meher Pudumjee
Chairperson, Thermax Limited

I was an engineering student with very little knowledge of finance; however when I attended Anil Lamba's classes, I began to understand and enjoy Finance.

Anil made the subject very simple and extremely interesting. Many of our senior level engineers have benefited from his classes. A big thank you to Anil.

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Dr Anand Deshpande

Founder and Chairman of Persistent Systems

I vividly remember my first class with Anil about twenty years back and I have been a fan ever since. His classes are amazing and he is able to clearly explain how to read and understand financial statements in simple terms. His style is engaging and that helps those who have no background in finance to understand and retain complex concepts.

Over the years he has sharpened the content and written several books.

I continue to observe his progress as he has conducted courses at Persistent Systems over the years and everyone who attends them is simply mesmerized. In our business it is important for engineers to understand financial aspects of the project and I can observe a difference in projects where he has trained the project managers.

For Anil, financial education is not just a profession but a mission. This was evident when he worked with us at deAsra Foundation, our non-profit mission to help individuals become self-employed. His training can make a huge difference to entrepreneurs in helping them manage their money effectively.

I own all the books he has written and I love them. I have distributed numerous copies to my friends and colleagues.

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TYPE	AMOUNT	WHAT YOU GET
Single participant	INR 3,75,000* USD 6,000** (plus applicable taxes)	Access to live sessions and study material
Two participants	INR 7,20,000* USD 11,595** (plus applicable taxes)	Access to live sessions and study material
Three participants	INR 10,35,000* USD 16,575** (plus applicable taxes)	Access to live sessions and study material
Four participants	INR 13,20,000* USD 21,000** (plus applicable taxes)	Access to live sessions and study material
Five participants	INR 15,75,000* USD 25,275** (plus applicable taxes)	Access to live sessions and study material

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TYPE	AMOUNT	WHAT YOU GET
Group of 6 core team members from the same company	INR 18,00,000* USD 28,875** (plus applicable taxes) (Value of the package Rs 22,50,000* USD 36,000**)	Access to live sessions and study material
Group of 6 core team members from the same company, With added benefits	INR 28,50,000* USD 45,720** (plus applicable taxes) (Value of the package Rs 50,49,825* USD 84,525**)	Access to live sessions and study material Access to recorded sessions for 30 days Free enrolment upto 25 employees to attend Building Financial Acumen (6-session webinar) One session of 1.5 hours with Dr Anil Lamba to discuss the organisation's financial statements
Additional Participants	INR 3,75,000* USD 6,000** (plus applicable taxes)	

* For participants in India

** For participants outside India