



PROGRAM 4:

# **FINANCE FOR NON-FINANCE II** **MASTERING FINANCIAL ANALYSIS** **AND DECISION-MAKING**



# 1. PROGRAM INFORMATION

Field	Details
Program Title	Finance for Non-Finance Professionals
Program Code / ID	EEP-FNF-01-2026
Faculty Lead(s)	Prof Madhu Vij
Total Duration	12 hours
Proposed Dates (2026)	August – October [Refer to the calendar section on the website]
Mode of Delivery	<b>Online</b>
Program Format	4 hours faculty time, 6 hours interaction, 2 hours cases/discussions
Fees (INR)	<b>₹17,500</b>
Eligibility Criteria	No finance background is required
Target Batch Size	10-20



## 2. PROGRAM OVERVIEW

In today's dynamic business environment, financial literacy is no longer a skill exclusive to finance professionals. Mastering Financial Analysis and Decision-Making is a practical, immersive program designed to equip non-finance managers with the financial acumen needed to make informed, confident business decisions. Spanning eight focused sessions, the program demystifies core financial concepts – from reading balance sheets and interpreting cash flows to evaluating projects and managing working capital. Participants will engage with real-world case studies, hands-on exercises, and industry-relevant tools, making learning immediately applicable to their roles. Set against the backdrop of 2026's evolving economic pressures, this program bridges the gap between financial theory and day-to-day managerial decision-making, empowering leaders across functions to contribute meaningfully to their organization's financial health and strategic growth.

## 3. KEY LEARNING OUTCOMES

- Read and interpret financial statements
- Apply ratio and DuPont analysis
- Understand cost behaviour and decisions
- Manage working capital effectively
- Prepare budgets and variance analysis
- Evaluate projects using NPV and IRR
- Integrate financial concepts confidently



## 4. LEARNER PROFILE IDEAL PARTICIPANTS

Engineers & Technical Leads | Marketing & Sales Professionals | HR Managers & People Leaders | Operations & Supply Chain Heads | Entrepreneurs & Business Owners | Project Managers | General Managers & Business Unit Heads | Product Managers | Consultants & Strategy Professionals | Healthcare & Hospital Administrators | NGO & Non-Profit Leaders | Government & Public Sector Officers

## 5. PROGRAM MODULES

### Session 1: Financial Statements Essentials

- Balance sheet: Components, reading, and interpretation (with cheat sheet).
- Introduction to cash flow statements: Structure and key insights.
- Group exercise: Analyze a sample company's balance sheet and cash flow statement

### Session 2: Ratio Analysis and DuPont Decoding

- Importance and types of ratio analysis (liquidity, profitability, etc.).
- DuPont Analysis: Breakdown and application.
- Case study: Compare two firms using ratios and DuPont.

### Session 3: Cost Concepts for Decision-Making

- Types of costs, cost behavior (fixed/variable).
- Marginal costing applications: Make-or-buy, shutdown/continue, sell-or-process further.
- Case studies with calculations.

### Session 4: Working Capital Management

- Importance, working capital cycle, and decision-making.
- Negative working capital examples; role of AI in optimization.
- Case study: Improve a firm's WC cycle.



### **Session 5: Budgeting, Variance, and Break-Even**

- Preparing budgets, Types of budgets (performance, zero-base, flexible), Zero base budgeting
- Variance analysis and budgetary control.
- Break-even analysis with exercises and case studies

### **Session 6: Advanced Cash Flows and Integration**

- Deep dive into cash flow statements: Preparation, interpretation, and linkages to P&L/balance sheet.
- Integrating statements for holistic analysis.
- Hands-on: Build a cash flow from sample data.

### **Session 7: Project Evaluation Techniques**

- Importance of project management in finance.
- NPV, IRR, PI, EVA: Formulas, calculations, and scenarios.
- Exercises and case studies (e.g., capital budgeting decisions).

### **Session 8: Capstone Integration and Open House**

- Review key tools via real-world business simulation.
- Participant-led presentations on a chosen case (using sessions' concepts).
- Q&A, feedback, and certification discussion.

## 6. WHY YOU SHOULD JOIN THIS PROGRAMME

Finance is not a standalone function – it runs through every department and decision in an organisation.

This compact, high-impact programme demystifies finance and equips you with essential financial acumen to read statements, analyse performance, evaluate projects, and contribute meaningfully to business discussions.

**What's in it for you?** Develop the financial acumen needed to engage confidently in business and leadership discussions, evaluate decisions with stronger commercial insight, and enhance your strategic value as a future-ready professional across any function.

***For further information, please reach out to [eep@grm.institute](mailto:eep@grm.institute)***

