

# KNOWING THE FINANCIAL NUMBERS

Date: August 08-10, 2025

Location: IIM Indore Campus



सिद्धिमुलं प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

भारतीय प्रबंध संस्थान इंदौर  
INDIAN INSTITUTE OF MANAGEMENT INDORE

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### PROGRAMME OVERVIEW

Business managers use financial numbers day in and day out. Their decision-making abilities are greatly affected by the fundamental understanding of firms' financial numbers. This becomes more important when people in some traditional firms or family firms are directly affected by such managerial decisions. Moreover, over-reliance on external support may also jeopardize their business interests due to a lack of financial and accounting knowledge. Seeing the current level of competition in the market, it is evident that managers must become aware of the genesis of financial numbers and learn how this knowledge could help in the decision-making process. This programme is an extensive course designed for mid-level managers or family-oriented firms.

### OBJECTIVES

By the end of this program, participants will be able to:

- Equip small business owners and leaders with the tools and techniques required to run financial accounting in their business.
- Transform non-finance managers into managers with a sound financial understanding.
- Enable managers to identify key financial variables in financial statements and help them in critical decision-making.
- Enable managers to identify some strategic and significantly directed financial information from operational perspectives.

### CONTENT

- An Overview of Financial Statements
- An Introduction of Financial Management
- The Role of Cash in Financial Decisions
- The Importance of Capital Budgeting Decisions
- Strategic Cost Management
- The Role of Financial Instruments and Capital Markets

The programme will use a blend of in-class activities, real-life case studies, and guided lectures. It will ensure that learning happens in an entertaining and enlightening way with a practical approach towards modern time business.

### WHO CAN PARTICIPATE IN THE PROGRAMME?

This programme is designed for:

- Owners, founders, and leaders of small and medium enterprises (SMEs) in India.
- Senior managers and decision-makers within SMEs.
- Entrepreneurs looking to understand finance for their businesses.
- Professionals responsible for strategic planning, marketing, operations, finance, or HR in SMEs, who want to develop a grounded yet practical understanding of finance.



### FEES

The fee for the programme is INR 54000 /-\* per participant. This includes course material, a room on twin sharing basis and board expenses. GST, as applicable, will be additionally charged.

### DISCOUNT

An organization sponsoring five or more participants to a Management Development Programme (MDP) will be entitled to a group discount of 10% on the total fee payable, provided that at least five participants actually attend the programme. If the actual participation is less than 5, a refund may be made after deducting the full fee of the actual number of participants who attend the training programme. The group discount will be applicable only to short duration programmes of up to 20 days.

### REGISTRATION

Participants are generally sponsored by their organizations. However, applications by individuals may also be accepted. A formal communication regarding the acceptance of nomination/application will be sent to nominees prior to the commencement of the programme.

Nomination form(s) and programme fees as paid through Electronic Fund Transfer must reach the MDP Office 15 days prior to commencement of the programme.

### ACCOMMODATION

Participants opting for accommodation at Indore will be provided a room on a twin sharing basis in furnished, air-conditioned rooms. Accommodation is provided from noon on the day before the first day of the program, until noon on the day after the last day of the program. If a participant desires accommodation on a single occupancy basis, the same may be provided on request, on a first- come-first-served basis, subject to availability and applicable accommodation charges.

### EXECUTIVE EDUCATION ALUMNI STATUS AT IIM INDORE

Participants who successfully complete the programme will be eligible for the Executive Education Alumni status at IIM Indore. Any eligible participant is required to apply separately and deposit the necessary fee of Rs.1,000/- + GST @18% per person (for a two year alumni status) and Rs. 10,000/- + GST @18% per person (for a lifetime alumni status) to register his/her name with the IIM Indore Executive Education Alumni. Benefits of becoming IIM Indore's Executive Education Alumni include:

- a) Subscription to the brochures and newsletters from IIM Indore.
- b) Access to the IIM Indore Campus Library (on-site access only).
- c) Access to the official email ID of the institute.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice. Only the courts at Indore will have the territorial jurisdiction to try any disputes arising in respect of the Executive Alumni membership being granted.

### FACULTY COORDINATOR

Prof. Surya Bhushan Kumar  
Finance and Accounting Area  
IIM Indore  
+91 83191 44357





### ABOUT IIM INDORE

Indian Institute of Management Indore (IIM-I) is an autonomous public business school located in Indore, Madhya Pradesh, India. IIM Indore has received the prestigious Triple Crown accreditations - first from the Association of MBAs, AMBA in 2016 (a UK-based accreditation agency), second from the AACSB in 2019, and third from the EFMD Quality Improvement System (EQUIS), the globally recognized international organization for management development, in December 2019. IIM Indore is the second IIM in India to receive these triple accreditations.

### NATIONAL AND INTERNATIONAL RANKINGS

IIM Indore, due to its consistent efforts in improving academic standards and achieving academic excellence in all its programmes, has achieved commendable rankings by various National and International ranking agencies. Presently, IIM Indore is ranked 8th in the NIRF ranking (a Ministry of HRD, Government of India initiative), 61st globally in the Executive Education (Open) programmes and 85th globally in the Executive Education (Customized) programmes in the FT Ranking and 25th rank (Asia) in QS World Rankings for our global MBA .



### INDIAN INSTITUTE OF MANAGEMENT INDORE

Prabandh Shikhar, Rau-Pithampur Road, Indore 453556 Madhya Pradesh, India

Tel.: 0731-2439726, 0731-2439720, 0731-2439728, 0731-2439666

Email: [mdp@iimdr.ac.in](mailto:mdp@iimdr.ac.in), Website: [www.iimdr.ac.in](http://www.iimdr.ac.in)