

## **FINANCIAL MANAGEMENT FOR NON-FINANCIAL EXECUTIVES**

The financial environment is changing rapidly, and financial communications are becoming increasingly complex. This course will simplify the financial world for you by providing you with a solid understanding of the way finance people think and the vocabulary they use.

### **PROGRAM OVERVIEW**

What will you gain from this seminar?

- Understand the financial implications of their strategic and operational decisions
- Make resource acquisition and allocation decisions in ways that create value
- Use financial information to become more productive in their functional areas
- Communicate better with the firm's financial managers

Who should attend this seminar?

Middle to senior level managers in areas such as marketing, sales, engineering, or manufacturing as well as the general manager whose background is not in finance. No prior in-depth knowledge of accounting or finance is necessary. The program is directed towards users of financial information rather than those who prepare and disseminate it.

What will you learn from this seminar?

At the end of this course, you will be able to:

- Read and understand financial statements
- Evaluate the financial strengths and weaknesses of a company through financial analysis
- Understand how financial decisions such as capital budgeting and resource allocation fit into corporate strategy
- Understand the use of contribution margin analysis and other planning and decision making tools
- Comprehend the link between activity-based management and value creation
- Understand how managing the corporate value chain affects corporate profitability



## **FACULTY**

### **Professor Nandu J. Nagarajan, Ph.D.**

*Professor of Accounting and Finance, Katz Graduate School of Business, University of Pittsburgh and Visiting Professor of Finance, Sasin Graduate Institute of Business Administration, Chulalongkorn University*

### **Piman Limpaphayom, Ph.D., CFA**

*Faculty in Finance, Sasin Graduate Institute of Business Administration, Chulalongkorn University*

## **WHEN & WHERE**

The seminar will take place on July 17-19, 2018 at Sasin Graduate Institute of Business Administration of Chulalongkorn University.

## **SCHEDULE**

### **Day 1**

8:45-10:15	Overview How Can Understanding Financial Aspects of the Business Help You Strategically Create Value for Your Organization?
10:15-10:30	Break
10:30-11:45	Understanding Financial Statements A. Balance Sheet B. Income Statement
11:45-13:00	Lunch
13:00-14:30	Understanding Cash Flows and Ratio Analysis
14:30-14:45	Break
14:45-16:15	Case Analysis and Discussion

### **Day 2**

8:45-10:15	Cost Terminology, Cost Behavior and Strategic Decision Making
10:15-10:30	Break
10:30-11:45	Cost Terminology, Cost Behavior and Strategic Decision Making (Cont'd)
11:45-13:00	Lunch
13:00-14:30	Risk and Return and Opportunity Cost of Capital
14:30-14:45	Break

14:45-16:15 Measuring Capital Employed and Weighted Average Cost of Capital (WACC)

### **Day 3**

8:45-10:15 Product Costing

10:15-10:30 Break

10:30-11:45 Activity-Based Costing and Customer Profitability Analysis

11:45-13:00 Lunch

13:00-14:30 Performance Measurement and Management Control

14:30-14:45 Break

14:45-16:15 Customer Profitability Analysis – Kanthal - Group Discussion

### **FEE & PAYMENT**

The non-refundable registration fee of Baht 59,500\* per person, includes course materials, lunches and refreshments. A crossed cheque payable to SASIN or money transferred to the Siam Commercial Bank Public Co., Ltd., Siam Square branch, savings deposit account no. 038-2-04022-1 should accompany this registration form. We can only confirm your registration after your fees are received and cleared.

\* Registration fee is corporate income tax deductible under the Royal Decree issued under the Revenue Code Governing Exemption of Taxes and Duties (No. 437) B.E. 2548 (2005).

\* Early Bird registration receives a 20% discount (Baht 47,600) when a payment is made before June 19, 2018.

\* A 30% special discount (Baht 41,650) for Sasin alumni (MBA, EMBA, HRM, ASEP, SEP)

For payment, please contact Khun Kamolphorn Suksompratana, Finance Section, at 02-218-3869. Kindly email the pay-in slip to [Finance@sasin.edu](mailto:Finance@sasin.edu) or fax to 02-611-8954. All banking charges shall be borne by transferor.

### **Cancellation Policy**

Cancellation fees will be applied as below;

No fee will be charged for registrants canceling twenty (20) or more business days prior to the first day of the training course.

Registrants who request the course cancellation less than twenty (20) business days but more than ten (10) business days prior to the first day of the training course will be charged 25 percent of the total course fees.

Participants who request the course cancellation ten (10) or less business days but more than five (5) business days prior to the first day of the training course will be charged 50 percent of the total course fees.

Participants who request the course cancellation five (5) or less business days prior to the first day of the training course will be charged 100 percent of the total course fees.

No shows will be charged 100 percent of the total course fees.

Letter of clarification on the course cancellation issued by the registrants must be officially submitted to Sasin Executive Education. The letter can be sent via email, fax or post.

Sasin Executive Education reserves the right to cancel any training courses due to lack of sufficient numbers of registrants without financial obligation. Should that become necessary, Sasin Executive Education will notify the registrants at least one week prior to the first day of the training course.