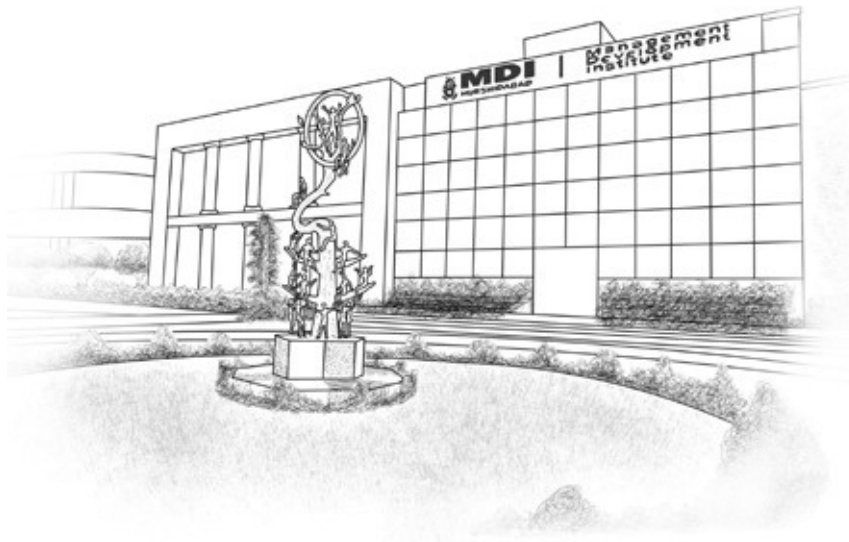


MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

MANAGEMENT DEVELOPMENT PROGRAMME

FINANCE FOR NON-FINANCE EXECUTIVES



Target Audience

- Mid to senior-level executives without formal finance training
- Business unit heads, operations managers, HR, marketing, R&D professionals
- Entrepreneurs and startup founders



Learning Outcomes

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

- Interpret financial statements and key financial ratios
- Understand the fundamentals of budgeting and cost management
- Use financial information in managerial decision-making
- Evaluate investment proposals using capital budgeting techniques
- Communicate effectively with finance professionals



Program Schedule

Welcome & Icebreaker: Finance and You
Understanding Financial Statements

- Balance Sheet
- Income Statement
- Cash Flow Statement

Financial Statement Analysis

- Key Ratios: Liquidity, Profitability, Efficiency
- Interpreting Trends and Benchmarks

Cost Concepts and Cost Behavior

- Fixed vs. Variable Costs
- Break-even Analysis
- Contribution Margin

Budgeting and Variance Analysis

- Types of Budgets
- Flexible Budgets
- Variance Identification and Control

Time Value of Money (TVM)

- Compounding and Discounting
- Present and Future Values

Capital Budgeting Techniques

- Payback Period
- Net Present Value (NPV)
- Internal Rate of Return (IRR)

Financial Markets and Investments

- Equities, Bonds, Mutual Funds, ETFs, Alternative Investments

Risk Analysis in Capital Investment Decision

- Cost of Capital and Its
- Impact Sensitivity Analysis

Program Materials

- Participant workbook
- Excel templates for budgeting and ratio analysis
- Sample financial statements

Venue & Duration

The programme is scheduled on a residential basis at MDIM Campus, Kulori, P.O.-Uttar Ramna, P.S.-Raghunathganj, Dist.- Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at MDIM Campus

Facilitators

Led by experienced faculty in finance and corporate training with real-world consulting exposure. Key Advantages: Simplifies complex financial terms Enables improved budgeting and expense management Improves decision-making through data-driven insights Boosts confidence in interactions with finance teams and external partners.

Who Should Attend

Entry- and mid-level executives working in marketing, operations, materials, human resources and other non-finance domains who seek to develop a fundamental understanding of finance.

Methodology

An appropriate mix of Lectures, Numerical Exercise and Case Discussions.

Resource Person

Dr. Chetan G K

Associate Professor – Finance, MDI Murshidabad

Dr. Souvik Banerjee

Associate Professor – Finance, MDI Murshidabad

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 10,000/ day /participant+ GST which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/ NEFT/RTGS.

The program fees can be paid through bank transfer as per the bank details given below:

Account Name: **Management Development Institute Society**

Bank Name: **ICICI Bank**

Account Number: **201505024814**

IFSC Code : **ICIC0002015**

Branch Name: **Jangipur**

(Please share the transaction details for verification purposes after making payment)

Enquiry

For any Additional information/enquiry, please write to:

Department of Continuing Education

Management Development Institute Murshidabad

Kulori, P.O.-Uttar Ramna, P.S. – Raghunathganj Dist. Murshidabad, West Bengal, PIN-742235 Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)

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Website: <https://www.mdim.ac.in>

Email: ce@mdim.ac.in

Programme Directors



Dr. Chetan G. K.

Associate Professor- Finance

Dr. Chetan G. K. combines practical expertise with academic rigor in his teaching and research. He holds a Doctorate in Finance from Jain

University, Bengaluru, and an MBA in Finance from Karnatak University, Dharwad. Prior to joining MDI Murshidabad, he served for six years as Associate Professor at KIAMS, Harihar, and contributed to KIAMS Pune through its faculty exchange program. He has also been a Visiting Professor at IIM Rohtak, where he taught in the PGPx program. A passionate educator, he has designed and delivered courses such as Corporate Finance, Investments, Valuation, Financial Modelling, Trading Strategies, and Equity Research. His teaching emphasizes bridging theory with practice, enabling students to gain both conceptual clarity and real-world application skills. His research interests lie in Corporate Finance, Valuation, and Futures & Options, and he has authored cases published by Harvard, Ivey, and The Case Centre. Dr. Chetan also holds certifications from NSE and BSE, strengthening his technical expertise. In addition to academia, he actively conducts executive education programs for organizations like IOCL, LIC, GAIL, TVS-Electronics, and others. His work supports business leaders in building strong financial capabilities.



Dr. Souvik Banerjee

Associate Professor-Finance

Dr. Souvik Banerjee has keen interest in research and has presented research papers in many prestigious national and international conferences including

prestigious conferences like First Corporate Governance Conference organized by IIM, Trichy, Yale Great Lakes Conference organized by Great Lakes Institute of Management, Chennai in collaboration with Yale University, the USA, etc. He had chaired a Technical Session in an international conference at IIM, Kozhikode.

Some of the research papers are published in Scopus and ABDC Indexed journals. He has published many research papers in referred journals, in India, the UK, Malaysia, Singapore, Philippines. Dr. Banerjee has developed many case studies for classroom discussion as well as executive education. He was previously associated with IBS Hyderabad as a faculty member.

About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31st of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All-India Council for Technical Education (AICTE), New Delhi, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. In 2025 MDI Murshidabad has secured the prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General and has also secured the prestigious position of Zone Rank 3 for the overall category.

Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand, Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

Certificate of Participation shall be provided after the completion of the Course.



CAMPUS DETAILS



Campus Address:
Management Development Institute Murshidabad
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj
Dist. Murshidabad, West Bengal, PIN-742235
Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)
Visit: www.mdim.ac.in, e-mail: ce@mdim.ac.in