



INDIAN INSTITUTE  
OF MANAGEMENT  
**INDORE**

# STRATEGIC FINANCIAL MANAGEMENT PROGRAMME FOR EXECUTIVES

**BATCH 4**

OCTOBER 2023 TO FEBRUARY 2024

**A comprehensive 5 months programme  
at Dubai & IIM Indore campus**

**ANISUMA**

TRAINING INSTITUTE  
Dubai, UAE



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# IIM INDORE AT A GLANCE



Established in 1996, Indian Institute of Management Indore (IIM Indore) has been a leader in the field of management education, interfacing with the industry, government, and PSUs. It is promoted and nurtured by the Ministry of Human Resources Development, Government of India and is an institute of national importance under the Indian Institute of Management Act 2017.

Situated atop a hillock, the 194-acre campus of IIM Indore provides an ideal backdrop for contemplative learning.

IIM Indore has the latest in teaching aids, rich learning resources, a strong IT backbone as well as contemporary infrastructure.

## THE DISTINCTIVE FEATURES OF THE INSTITUTE ARE:

Provides a broad array of programs, formats and locations to meet diverse needs for management education.

Has 100+ well qualified team of faculty with considerable industry and domain expertise.

Offers a participant-centered approach to management education.

Provides excellent physical infrastructure for academics, residence and extra-curricular activities as well.

### TRIPLE CROWN ACCREDITATION



### RANKINGS



**Financial Times Ranking**  
Top 100 Global MBA Programme.

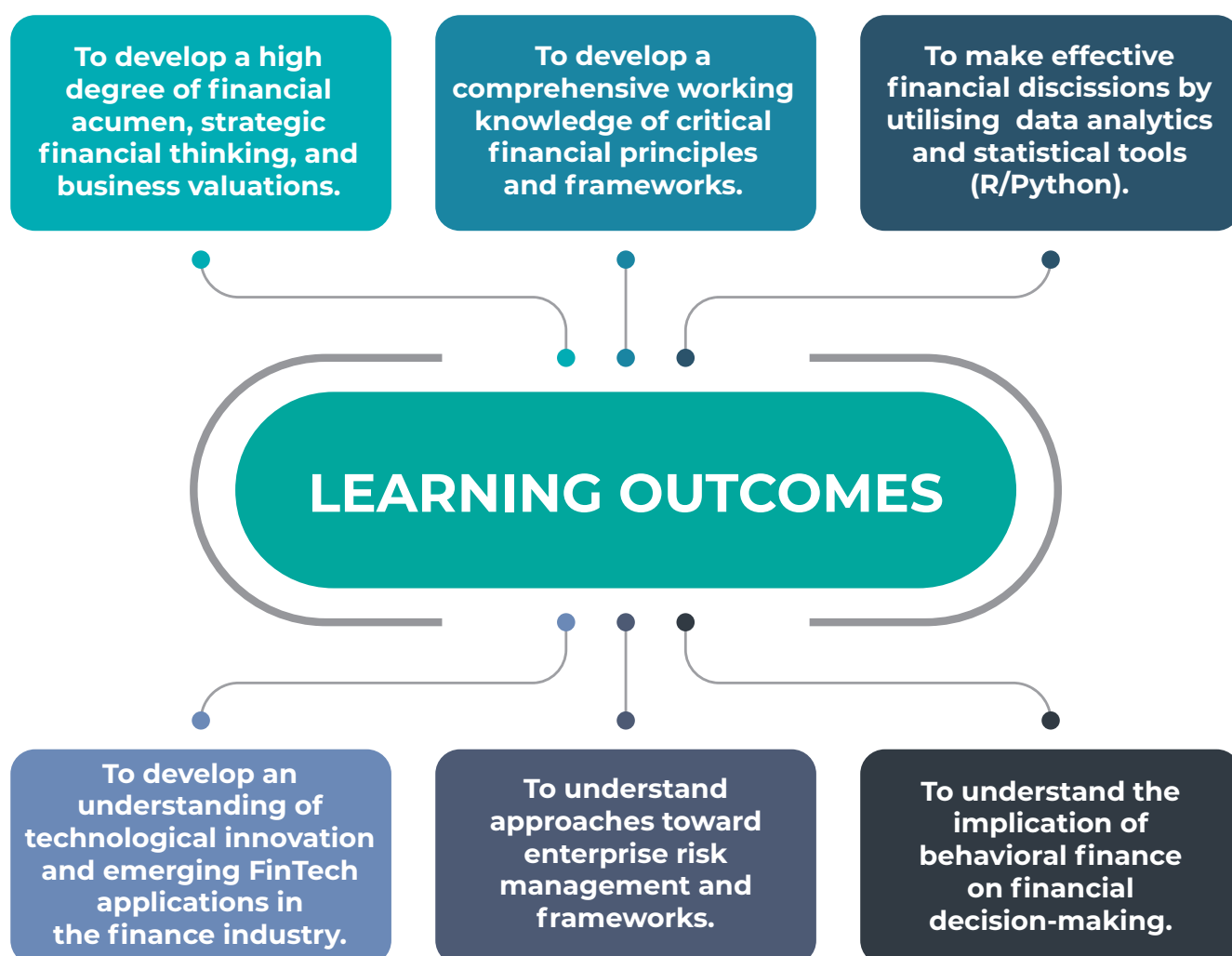


**QS World University Ranking**  
Top 150 Global MBA.

# PROGRAMME OVERVIEW

The financial management landscape has undergone profound changes in recent years, spurred by global economic forces, analytics and decision support systems, Fintech advancements, and the increasingly complex nature of strategic financial decision-making. The dynamism in the business environment has created enormous opportunities and simultaneously attenuated challenges for executives to be adaptable to these dynamic forces while maintaining sound knowledge of theoretical and conceptual understanding. This requires an objective framework to analyze and evaluate the opportunities and risks.

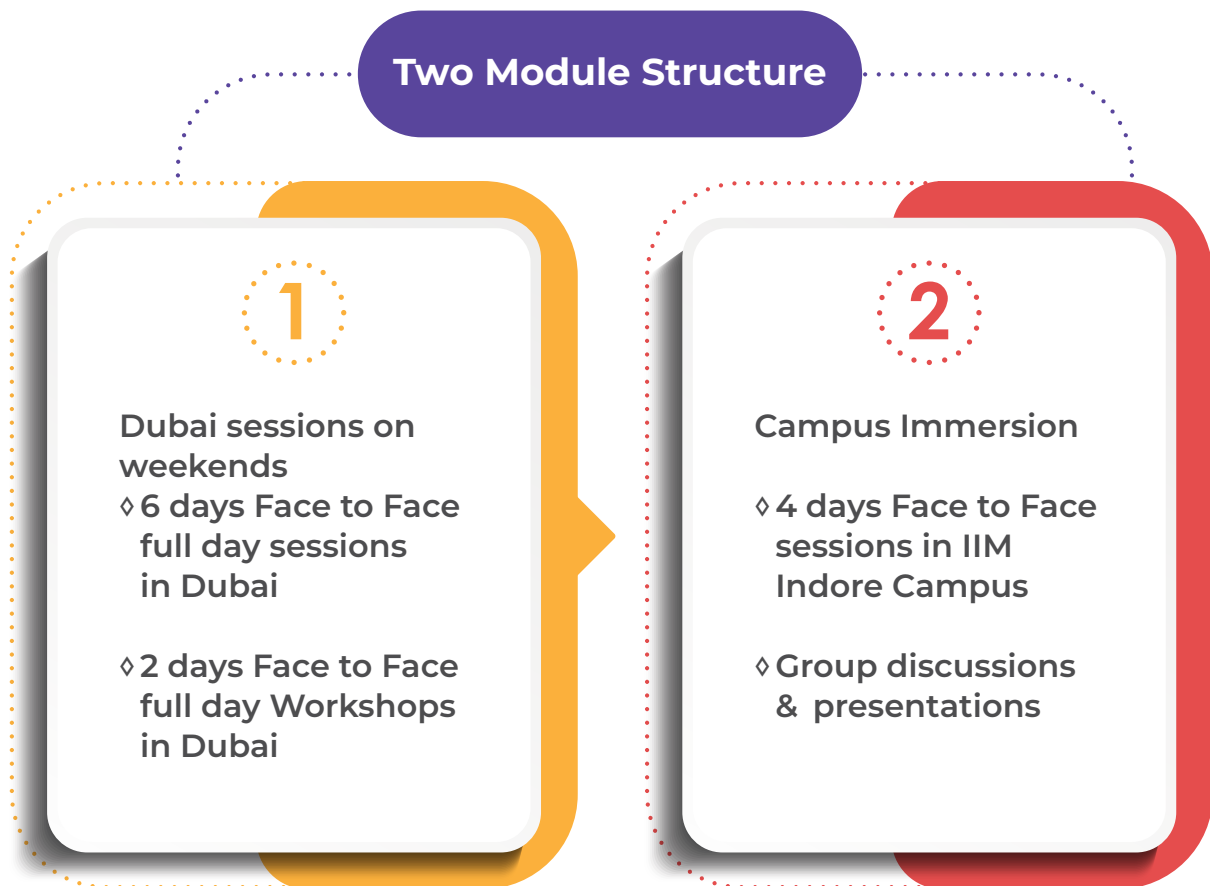
This customized SFMe programme for executives provides the necessary tools and knowledge to understand the consequences of financial decisions in the increasingly competitive and dynamic business environment. This programme has a judicious mix of finance theories, financial analytics, and data-driven decision-making, a foundation of FinTech and business innovation, and an introduction to risk management framework, behavioral finance, and portfolio management. After completing the programme, executives are expected to develop a strategic financial management ability to integrate the financial approach into business decision-making. In doing so, they will ensure a sound economic basis for all kinds of strategic financial plans and decisions of their respective organization.



# PROGRAMME DESIGN

## WHO SHOULD ATTEND?

- The programme is designed for finance and non -finance executives who require a better understanding of the financial on business decisions.
- Mid to senior-level executives in General Management, Corporate Planning, Finance Marketing and Sales, Banking and Insurance or other Functional Areas.
- Top-level executives who desire to be comfortable with reading financial statements and other financial information, and making financially based business decisions .



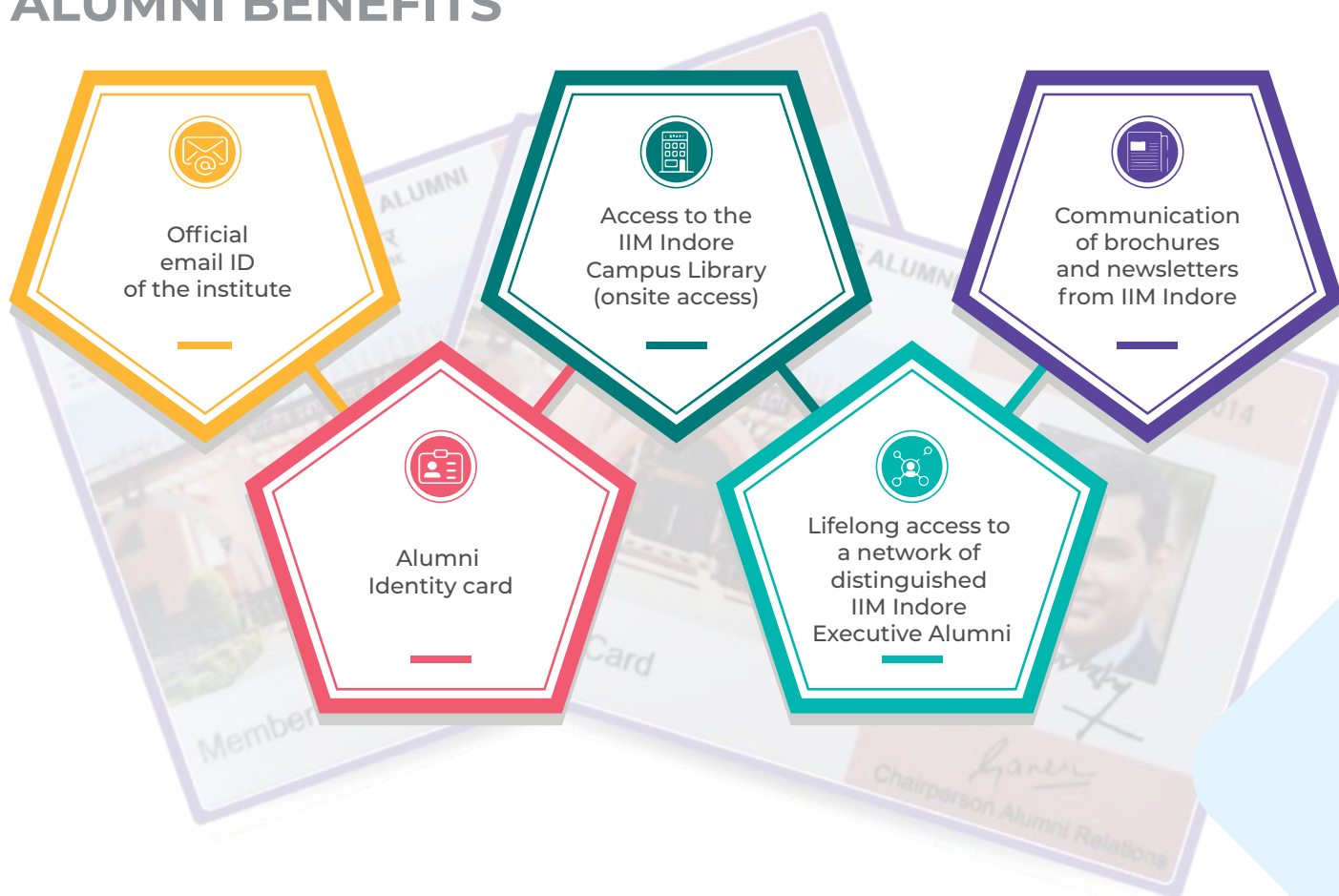


# CERTIFICATION & ALUMNI STATUS

Indian Institute of Management Indore will be awarding a Certificate of Completion of "Strategic Financial Management Programme for Executives" to the participants who have completed all the requirements of the programme including attendance of at least 70% of the teaching sessions and submission of group assignments.



## ALUMNI BENEFITS



# PROGRAMME CORE CURRICULUM

## MODULE-I

### Financial Analysis and Management Accounting

- Financial Statement Analysis
- Cash Flow Analysis
- Strategic Cost Management
- Corporate Governance
- Introduction to Climate Reporting

## MODULE-II

### Corporate Finance

- Cost of Capital
- Capital Budgeting
- Capital Structure Decisions
- Dividend Policy
- Corporate Finance & Investment Strategy

## MODULE-III

### Financial Data Analytics and Decision Making

- Introduction to R/Python
- Data Analytics in Finance
- Time Series Analysis and Forecasting
- Credit Risk Modelling
- Cross Sectional and Panel Data Analysis

## MODULE-IV

### Business Valuation

- Business Valuation and Financial Multipliers
- Free Cash Flow and Business Valuation
- Dividend Decisions and Firm Valuation
- Implication of M&A

## MODULE-V

### FinTech and Enterprise Risk Management

- Risk Assessment and Analysis
- Enterprise Risk Management
- Introduction to Blockchain
- Digital Currency (CBDC) and Smart Contract
- Decentralized finance (DeFi)

## MODULE-VI

### Behavioural Finance and Portfolio Management

- Portfolio Management
- Asset Pricing Models
- Portfolio Attribution Analysis
- Behavioural Finance
- Alternative Investments

# DISTINGUISHED FACULTY

The programme is delivered by the faculty of IIM Indore. The faculty for the programme comprises of a rich mix of distinguished academicians and researchers who have extensive work experience in the Private and Public Sector (more details on [www.iimidr.ac.in](http://www.iimidr.ac.in))



**Prof. Debasish Maitra**  
PhD (IRMA)  
M.Sc



**Prof. Kousik Guhathakurta**  
PhD  
MBA



**Prof. Radha Ladkani**  
PhD (IIM Calcutta)  
MBA



**Prof. Rajhans Mishra**  
PhD (Lucknow)  
B.Tech



**Prof. Saumya Dash**  
PhD (IIT Kharagpur)  
M.Com



**Prof. Gaurav Chauhan**  
PhD (IIM Indore)  
CFA



## PROGRAMME PEDAGOGY



## PROGRAMME INSIGHTS

Participants will learn via real-world case studies, enhancing problem-solving techniques and improving decision - making abilities.

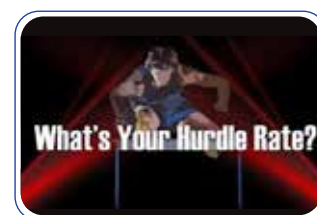


### Investment Analysis and Lockheed Tri Star – Harvard Business School

A case study that is based on capital budgeting. It helps to compare various decision criteria (including IRR and NPV) for capital investment projects. This is a case, where relevant cash flows are provided, and the focus is on the discounting mechanics and the decision to invest. In addition, one exercise directly probes the link between positive NPV projects, and value added to the shareholders. The final "exercise" is a three-page mini-case analyzing Lockheed's decision to invest in the TriStar L-1011 Airbus project. This drives home the importance of discounting and NPV and shows the adverse effect of a negative NPV project on shareholder value.

### Marriott Corporation Capitol – Harvard Business School

Presents recommendation for the hurdle rate at each of Marriott Corporations three divisions. Investment projects at Marriott was selected by discounting the appropriate cash flow by the appropriate hurdle rate for each division.



### DELL Working Capital – Harvard Business School

Dell Computer Corp. manufactures, sells, and services personal computers. The company markets its computers directly to its customers and builds computers after receiving a customer order. This build-to-order model enables Dell to have a much smaller investment in working capital than its competitors. It also enables Dell to more fully enjoy the benefits of reduction in component prices and to introduce new products more quickly. Dell has grown quickly and has been able to finance that growth internally by its efficient use of working capital and its profitability. This case highlights the importance of working capital management in a rapidly growing firm.

### Classic Pen Co.: Developing and ABC Model – Harvard Business School

Classic Pen has diversified from its core blue and black pen business by introducing new specialized colors. But costs have risen and margins on blue and black pens are decreasing. The controller turns to activity-based costing (ABC) for an explanation. The learning objective of the case is to illustrate the rationale for and application of activity-based costing (ABC) through a simple numerical exercise, based on the Cooper/Kaplan pen factory example.

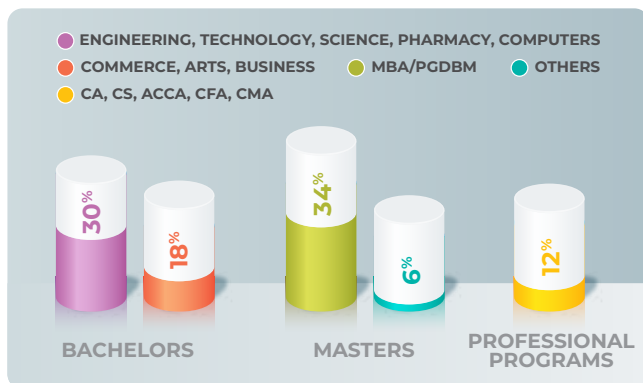


### Sun Microsystems – University of Virginia – Darden Business Publishing

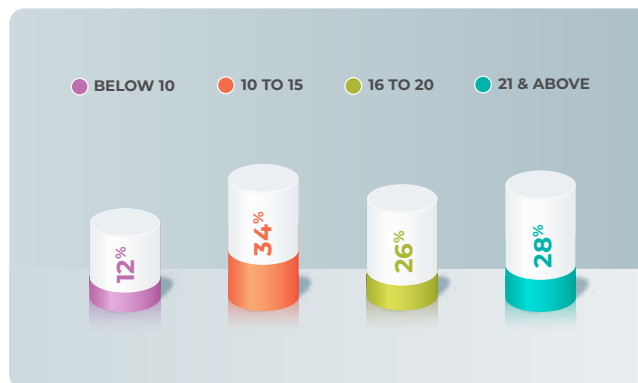
The primary objective of this case is to introduce or reinforce valuation tools in the context of mergers and acquisitions. Sun Micro was an industry leader in the IT sector, and it had many suitors, including IBM. Oracle had distinguished itself as the world's largest and most reputable sellers of database management systems and other related software, and it had recently acquired several low-margin companies and turned them into higher-margin operations. Combining Sun and Oracle had the potential to create the Wal-Mart of the enterprise software industry. Supplemental student and faculty spreadsheets are available to verified users.

# ALUMNI PROFILE

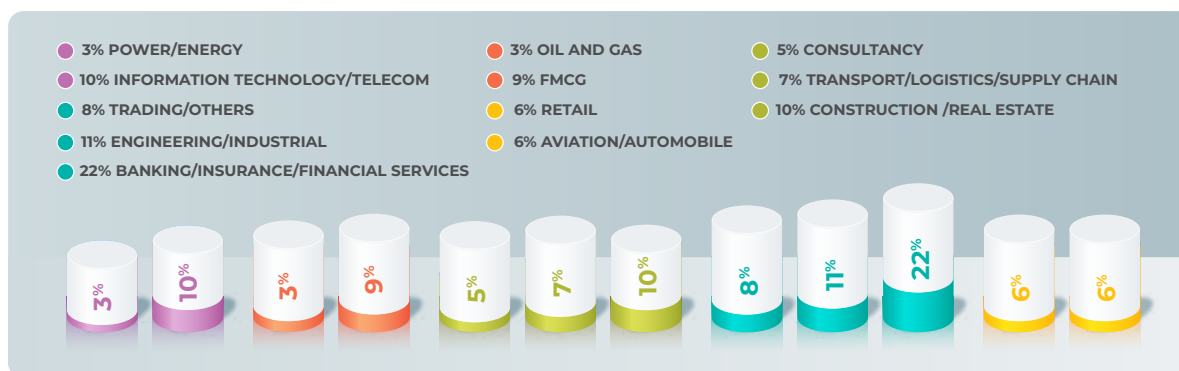
## ACADEMIC BACKGROUND



## WORK EXPERIENCE (Years)



## INDUSTRY



## ROLES AND RESPONSIBILITY



# ALUMNI PROFILE

## OUR ALUMNI FROM LEADING ORGANIZATIONS





# CAMPUS IMMERSION

The idea of campus visit is to provide participants best feel of IIM learning experience. The campus immersion is an effort to train participants for taking management decision under tight deadline, familiarize business rigor and deliver under pressure situation.

**Batch Group Photo**



**Valediction**



**Campus Lectures**



**Gala Dinner**



**Group Discussions**



**Lectures  
(All day)**

**Group  
Discussions  
(Post lectures)**

**Group  
Presentations**

**Valediction**

**Gala Dinner**

# PARTICIPANT TESTIMONIAL



**Nishit Dewangan**  
(SFMe1)

Sr. Internal Auditor  
Emirates Steel

I was looking for an executive course that would provide me an in-depth understanding of financial management to help me develop necessary skillset to thrive in the “real world” when I came across the Strategic Financial Management course.

The course modules combine both financial theory and application to real-world situations through multiple case studies and business readings. The live lectures by IIM Indore professors made the course stimulating and the diversity of the cohort, their profile and experience offered me an opportunity to expand my understanding of the real-world business.

This programme is very well designed for the executives looking to expedite their career growth by gaining the knowledge of finance and financial decision making in the business. Finally, I want to thank team Anisuma who have organized and managed the course so well by keeping everyone motivated and keeping them on their toes at the same time.



**Bhaskar Parameshwaran**  
(SFMe2)

Director  
Click Aviation Network DMCC

I would like to thank Dr. Mahesh, team ANISUMA and all faculty at IIMI for the exceptional support throughout my SFMe journey. I found SFMe Program extremely valuable and has provided me with a new perspective of looking at business and dealing with challenges.

The most beneficial part of the program was the ability to network with excellent group of participants with varied experience from different industries. Learnings gained from the programme was fascinating as most of the course work is based on case studies, group discussions and knowledge sharing with peers.



**Sandeep Rao**  
(SFMe3)

Sales Head  
Philips Middle East

When you mix individuals from different background and contrasting professional experiences, one is bound to gain rich rewards at every turn of class interaction. Thanks to the highly experienced IIM Indore faculty who brought case studies with the objective of learning problem-solving and applying the learning to the real-world examples. Thanks to experienced groupmates, the learnings are helping me sharpen my Techno-Commercial skills at work. My personal favorite subject is Valuation that helped me re-visit investments with clear strategy. I would like to thank Dr. Mahesh and his Team Anisuma in hand-holding me in this wonderful journey!!



# PARTICIPANT TESTIMONIAL



**Manish Tolani**  
(SFMe3)

Finance Manager  
Horizon Medical Supplies

The strategic Finance course was fantastic, and all the modules covered are more than sufficient to understand business finance in all aspects and, I strongly recommend the course for all those looking to enhance their career or for new startups. This course will help understand the business effectively. This course is meticulously planned, with methodological approach of learning and effective training delivered by IIM Professors made this course truly great experience for me.



**Viral Shah**  
(SFMe2)

Head – Finance  
Blue Deebaj FZO

Strategic Finance Management course designed in such a way that it very well covers finance from the business side, that too, in a simplistic manner. This course is a must for all executives, who want to strengthen finance knowledge to be a better manager. The quality of faculty members is impeccable, and the case study methodology makes the program extremely engaging to learn and gain knowledge.



**Aakash Dill**  
(SFMe2)

Market Risk &  
Capital Management  
National Bank of Fujairah

I found the Strategic Financial Management Program for Executives (SFMe) motivating, and well organized for anyone working in the domain of financial management and capital budgeting.

This program has successfully changed my paradigm of finance and risk, and the manner of delivery by the highly competent IIM faculty, inspired all of us, on the practicality of applying concepts in our real-life business areas.

The program is designed so well that it has provided me an understanding about risk management, Investment decisions, capital budgeting and structuring, and valuation. The knowledge gained from this program will help me crystallize my vision to achieve best results in my role. Lastly, professionalism and diligence displayed by Anisuma team is highly commendable".

# ABOUT ANISUMA

Anisuma Training Institute is a creator and facilitator of Executive Learning & Training Programmes designed for professionals in GCC, in collaboration with leading institutions across the globe. With a team comprising of seasoned professionals from industry and rich academic background, Anisuma Training Institute aims to provide world class training in the region and has successfully conducted 22+ batches of various Management Programmes for Executives. It has an alumni strength of 750+ participants across GCC.

## MISSION & OBJECTIVES



## FOUNDERS



**Dr. Mahesh Chotrani**

Founder Director & Managing Partner

- Cumulative work experience of over 28 years
  - PhD (IIM Lucknow)
- MBA (IIM Lucknow), MCom (MU), LLM (MU)
- Former Vice President, Jacky's Electronics UAE



**Manohar Punjabi**

Founder Director

- Cumulative work experience of 38 years
  - BMS - (DU)
- Executive Director, Jacky's Group Of Companies, Global

## ADVANTAGE



Industry Leaders  
& Local Pioneers



Ensure You Absorb &  
Internalize the Program



5 Different Programs



Smooth Functioning  
of The Programme



Connect with 750+  
Anisuma Alumni

# REGISTRATION DETAILS

Programme Duration	: 5 Months Course
Programme Period	: October 2023 to February 2024
Sessions (Details)	: 06 Days, Face to Face Sessions in Dubai (One Weekend Every Month from 9:30 am to 5:30 pm) : 04 days of Face to Face Sessions at IIM Indore campus. : 02 days of Face to Face Workshops in Dubai
Leadership Level	: Middle to Senior Level Managers, Functional Heads, Business Heads & Entrepreneurs
Last Date To Apply	: Sep 30, 2023

## SELECTION CRITERIA

As the seats are limited therefore criteria for selection for the programme will be:

- Academic background
- Professional experience

## REGISTRATION PROCESS

Last Date to Submit Application	: <b>September 30, 2023</b>
Enrollment Confirmation to Applicants	: <b>October 03, 2021</b>
Inauguration & 1st Module Class	: <b>October 2023</b>

## PROGRAMME FEE

### FEE INCLUDES:

Dubai Sessions	: Tuition, Course Material, Lunch & Refreshments.
Indore Sessions	: Stay at IIM Indore Campus with all meals & refreshments for 4 days Applicable taxes (5% VAT) extra.
Full payment	: AED 19,000 (Full Fee to be paid within 5 days of confirmation)
Installments	: AED 20,500 (PDCs need to be submitted within 5 days of confirmation) AED 8,500 (within 5 days of confirmation) AED 4,000 (monthly payments paid every month for 3 months)
*Early Bird Discount	: Registrations received with payments on or before early bird deadline will be entitled to an early bird discount of 10%. Check with Registration Office for more details.

## CONTACT INFORMATION

For Registration and any other information, please contact

### Dr. Mahesh Chotrani

#### Founder Director and Managing Partner

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Email : mahesh@anisuma.com /  
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### Prof. Saumya Dash

#### Programme Coordinator

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M.P. India  
Number : +91-731-2439667  
Email : sranjan@iimidr.ac.in  
Website : www.iimidr.ac.in

# DIRECTOR'S MESSAGE



**Prof. Himanshu Rai**  
Director,  
IIM Indore

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Situated atop a scenic hillock, the 193-acre campus of IIM Indore is an ideal set up with the resources of latest teaching aids, rich learning resources, a strong IT backbone and a very contemporary infrastructure to support contemplative learning. IIM Indore is committed to excellence in management education, research, and training, use of contemporary participant-centric pedagogies and teaching methods and establishing a presence in the emerging segments of management education.

The institute is recognized as premier management institution, comparable to the best in the world for teaching, research and interaction with industries and prides itself with Triple Crown accreditations from – Association of MBAs (AMBA), AACSB, and EQUIS. Financial Times ranked IIM Indore in Top 100 Global MBA Programmes and QS World University put IIM Indore in Top 150 for Global MBA.

For IIM Indore, last few years of its growth have proved to be the most rewarding years in terms of international expansion, introduction of new programmes, development of infrastructural facilities, and enhancement in terms of presence of world class faculty. With over 104 well-qualified internal faculty IIM Indore offers participant-centered approach to management education.

IIM Indore endeavours to reach out to the world with best management practices and in association with we are launching 4th batch of our Middle East Partner - Anisuma Training Institute, we are launching our flagship "Strategic Financial Management Programme for Executives" designed for proven business executives who want to take on greater responsibilities in their organizations. This program is exclusively designed for participants from GCC Countries. With this well curated program, we are embarking on global journey of spreading innovative management education based on international practices and Indian wisdom.

IIM Indore at present, has an alumni strength of 650+ in Gulf Cooperation Council Countries and is growing at fast pace. The alumni network provides an excellent platform for lifelong networking, professional connect for developmental opportunities, various events for exchange of ideas – are some of the core benefits participants can look forward to. We invite you to be a part of this endeavour!

*IIM Indore mission is –*

*“to be a contextually-relevant business school with world-class academic standards that develop socially-conscious managers, leaders, and entrepreneurs. IIM Indore is one of the fastest growing institutions in the world*





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