

Management Development Program

Finance Essentials for Business Executives

Burning Cash

Deepinder recalled that in the first week of June 2015, Akriti made a panic call to him: "We burnt through 10 million dollars in April," she said. Deepinder quickly did the math: At this pace, assuming the burn rate hasn't increased we have about three months of cash left. But I am sure the burn rate has gone up since then. We likely have only two months cash left.

Deepinder Goyal,
Founder - Zomato
Source : TOI Oct. 26, 2025

Date 

16th - 17th Jan 2026

Two Days Program

Venue

**ISB&M Pune
Campus**

Great managers know their decisions impact cost and profitability, but many struggle with financial decisions. This program is your decoder ring. You will gain a solid understanding of finance principles, empowering you to confidently interpret company reports, analyse performance, and communicate effectively. Boost your effectiveness and drive real value across your organization.

About This Program

Financial literacy is no longer optional for managers and business leaders. Every business decision—whether in marketing, operations, HR, or strategy—has financial implications. This two-day Management Development Program (MDP) on "Finance Essentials for Business Executives" is designed to equip participants with the essential understanding of financial concepts, tools, and decision-making frameworks. The program provides a practical and managerial perspective on how to interpret financial information, understand cost behaviour, evaluate investments, and relate macroeconomic indicators to business performance.

What Will You Learn

1. Interpret key financial statements (Balance Sheet, Income Statement, Cash Flow Statement) and use fundamental ratios to assess business performance.
2. Link macroeconomic indicators such as GDP growth, inflation, interest rates, and exchange rates with strategic and operational decisions.
3. Evaluate investment and business decisions using core financial tools such as NPV, IRR, ROIC and Payback Period.
4. Understand cost structures and apply cost information for pricing, budgeting, and profitability analysis.
5. Develop financial acumen to communicate effectively with finance professionals and participate confidently in organizational decision-making.

Leadership Talent Trained by ISB&M



Rohan Laddha
Sr. Director
Adidas



Bindiya Naulakha
Director - Business
Management, CRO Treasury
Union Bank of Switzerland



Akshay Kumar Gupta
Founder & CEO
Ad2Digital Solutions



Reetesh Kumar Jain
Chief Operating Officer
True Quality Certifications

Program Leader



Prof. S. B. Subramaniam
Chartered Accountant (Fellow
Member of ICAI)

Over 3 decades of industry and academic experience in large corporates and MNCs. Senior leadership experience as CFO / Head of Finance with Foseco India Ltd, SRF Ltd, BPL Ltd, Platt Pumps Ltd, Force Motors Ltd, Tata Autocomp Systems Ltd, Hummel Filters India Ltd., etc.

Program Content Details

Module 1

Understanding and Using Cost Information for Decision-Making Using cost data for pricing, budgeting, cost control, and portability analysis through break-even and cost behaviour insights.

Module 2

Introduction to Financial Statements & Fundamental Ratios Learning to interpret Balance Sheet, Income Statement, and Cash Flow Statement, and analyse key ratios to assess financial health.

Module 3

Financial Tools for Evaluating Investment Decisions Applying NPV, IRR, and Payback Period techniques for practical investment and project evaluation.

Module 4

Overview of the Indian Financial Markets Exploring the structure, functions, and regulations of capital and money markets, and understanding their impact on business finance.

Module 5

Role of macroeconomic Indicators in Business Decision-Making Understanding how GDP growth, inflation, interest rates, and exchange rates impact business performance and strategic planning.

Program Benefits

- Gain a clear understanding of financial language and principles used in business.
- Improve the ability to analyse financial data for effective decision-making.
- Learn how macroeconomic factors influence business performance.
- Understand how to evaluate investments and manage costs strategically.
- Enhance your leadership and cross-functional communication through financial insight.

Learning Process and Style

Program will be delivered with highly collaborative, interactive, thinking and execution driven approach. Aim is to learn to visualize a scenario, think and analyse with creative thoughts & information research, share, discuss and deliberate on ideas, plans and execution.

Program Delivery Methodology

1. Assessment and development centre approach to define each participants learning needs
2. Scenario development and analyse to define future of business
3. Case of industry and companies
4. Company based projects between the modules
5. Psychological testing and assessment for self-development and personal improvement
6. Experimental exercise & simulation
7. AI, GenAI and tech driven approach to business analysis and plan development.

Program Module Leaders



Dr. Madan B. Survase
PhD (Symbiosis International University)

Associate Professor and Area Chair of Economics at ISB&M with 17+ years of academic, research, and corporate experience. His expertise includes financial inclusion, SDGs, and ESG practices, with publications in Scopus/ABDC journals and leadership in international conferences and CSR initiatives.



Dr. Manoj Sharma
Ph.D., PGDBM, M. Com.

Over 22 years of experience, including 19 years in academics and 3 years in industry. An author of two textbooks and holder of four Indian patents, he has 15 research publications, multiple Scopus-indexed papers, and international teaching exposure through the EU-funded ERASMUS+ Project in Northern Ireland.



ISB&M Alumni Status
Become a Part of a
Global Community



Residential Facility
Residential Facility is
Available



Grow Your Network
Learn with a Peer
Group of Business Leaders

Illustrative Client List



President Message



Dr. Pramod Kumar
PhD (IIT Bombay)
Founder & President, ISB&M Group

Ph.D. (Organizational Behavior), IIT Mumbai, Formerly with IIM Ahmedabad, Former Professor & Chairperson Placement, XLRI, Jamshedpur; Ex-Director, Symbiosis Institute of Business Management, Pune; Consultant to over 80 companies worldwide. Author of over 100 research papers, cases, and management games. Research is quoted internationally in textbooks and journals. Served on Government of India Committees on Management Education.

“ At ISB&M, our Management Development Programs (MDPs) are designed to empower corporate leaders and executives to excel in their roles, lead with confidence, and drive organizational transformation. By emphasizing real-world applicability, strategic thinking, and leadership excellence, our programs foster professional growth and equip participants with the tools to overcome self-limiting beliefs, enhance decision-making, and unlock new possibilities for themselves and their teams. ”

Message from Chairperson Executive Education



Dr. Arun Joshi
PhD (IIT Kharagpur)

Ph.D. (Organizational Behavior) VGSOM-IIT Kharagpur, Meritorious Scholar and internationally quoted researcher with publications in globally acknowledged journals, Trusted advisor - Organizational behavior and dynamics, and Human resource management.

“ Modern markets are highly dynamic, and both technology and employer expectations are changing fast. At ISB&M, we closely observe these shifts and design Executive Learning Programmes that keep pace with modern businesses. The practical approach and experienced faculty are trusted by Indian and multinational clients. Our programmes are future-oriented, focused on measurable outcomes, and built to develop high-performing leaders and future-ready teams. ”

Fee Structure

Category	Number of Nominations		
	1 Nomination	2 Nominations	3 or more Nominations
	Early Bird / Regular (INR)	Early Bird / Regular (INR)	Early Bird / Regular (INR)
Individual	13,000 / 15,000	10,000 / 13,000	8,000 / 10,000
Corporates	18,000 / 20,000	16,000 / 18,000	13,000 / 15,000

Our Other Programs



Generative AI in Business Managers

Transform your business with Generative AI. This program gives leaders practical, hands-on skills with tools like ChatGPT to boost productivity, enhance customer experience & build responsible AI strategies.



16th TO **17th**
Jan 2026 Jan 2026

Join Elite Alumni Community:

Participants on the completion of the program will receive a Certificate and alumni status from International School of Business and Media, Pune, enabling access to a network of distinguished alumni and career resources for 2 years. The ISB&M alumni will get access to 12000+ alumni network across 45 countries, select career and professional development resources and invitations to alumni events and further learning opportunities.



High Impact Business Leadership

Transform your leadership to deliver better business results. This high-impact program enrich your perspective with contemporary business markets, mastering general management and data-driven decisions making to grow in a rapidly changing environment. Lead teams that deliver superior performance and secure your professional future. The program will be delivered in 8 modules over 4 months.



16th TO **9th**
Jan 2026 May 2026

4 Months - 8 (alternative) weekends

Mentorship for Professional Growth:

All non-corporate participants (self-nominated) will be provided with individual mentorship for professional growth and career planning support from ISB&M, Executive Education wing.

All communications should be addressed to:

Dr. Arun Joshi

Chair - Executive Education

International School of Business and Media, Pune

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For More Info :

www.executiveeducation.isbm.ac.in