



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

(ISO:9001:2015 Certified)

Approved by AICTE, Ministry of HRD , Govt. of India

Ministry of HRD , Govt. of India

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

Department of Management

Dossier on

SIIC, IIT KANPUR A-MDP FINANCIAL STRATEGIES FOR VALUE CREATION



S.No	Particulars	Page no.
1	Form A:- Proposal to SIIC,IIT Kanpur A – MDP / Programme in Financial Strategies For Value Creation	3
2	Form-B Part I – Aim of the visit Part II – Abstract Part III- Conclusion Part IV – Snapshot	4 4 5 6,7

**Event Incharge:-
Dr. Sanjeev Kumar**

**Dr. Amit Gupta
HOD, Department of Management , MBA**

FORM A

Proposal:

**Name of the Event :SIIC, IIT Kanpur A-MDP/ Programme on Financial
Strategies for Value Creation**

**Location :IIT Kanpur Outreach Center, Sector 62, Industrial Area,
Noida , Uttar Pradesh**

Date :19th February to 24th February 2024

Time : 9:45 AM to 5:15 PM

Organised By :Department of Management, MBA, MAIT

Objective of the visit:

- **Primary motivations behind the visit is to understand that financial strategies aim to maximize returns on investments.**
- **It often seeks to strike a balance between risk and return. While higher returns are desirable,they typically come with higher levels of risk.**
- **Financial strategies should not only benefit shareholders but also create value for other stakeholders, including employees, customers, and communities.**
- **The aim to build sustainable competitive advantage by investing in resources, capabilities, and processes that differentiate individuals, businesses, and organizations from their competitors.**
- **Financial strategies can also serve as a catalyst for fostering innovation and creativity.**

Form B

Aim of the Event :

A 5 day certificate program was offered by SIIC, IIT Kanpur an initiative of MSME, AdvancedMDP on Financial Strategies for Value Creation . The program aimed to provide essential knowledge about Financial Analysis and Planning . The agenda behind the program was to apply the various techniques of financial decisions in real life situations and their practical application.

PART 2

Abstract :

Day1 (Basics of Finance)

Prof. Jagriti Arora from Great Lake Institute of Management, taught us about Financial Analysis and Planning . The techniques for financial forecasting and Budgeting . Importance of Ratio Analysis and then taking the important decisions in the firm was the prime information we gained.

Day 2 (Financial Management)

Dr. Timcy Sachdeva from VIPS, IPU shared her valuable teachings about profit maximization and wealth maximization. Her expertise helped us to know more about major decisions required to be taken in the firm i.e, Financing Decisions, Investment Decisions and Liquidity Decisions.

Day 3 (Market Structure)

Dr. Niti from IIFT , directed the students towards Financial Market Structure and Time Value of Money. She showed the students and even made them to practice on excel various calculations such as PMT, FV, PV etc. Capital Structure was the main topic of discussion.

Day 4 (Mergers , Acquisitions and Divestiture)

CA Ashish Jain from IIFT, with his 21+years of experience provided students with

insights on Mergers , Acquisitions and Divestiture. He elaborated the importance of synergy and economies of scale . Due Diligence best practices and integration panning should be taken into consideration.

Day 5 (Investors and Stakeholders)

Dr. Meenakshi Gandhi from VIPS , IPU ended the program on the most important topic that is Investor Relations and Stakeholder Mangement. Consumers are the prime stakeholders to be taken care of. Techniques for effective communication with investors and other stakeholders were also taught.

Additional Program Features:

- Case studies from successful MSMEs.
- Interactive workshops and group activities.
- Networking opportunities with industry professionals.
- Access to online resources and tools for Financial Management

Certification:

Participants who successfully complete the program will receive a Certificate of Completion in Financial Strategies for Value Creation

Part 3

Conclusion

The training successfully met its objectives, with participants demonstrating a significant improvement in their understanding of financial management concepts and expressing confidence in applying these skills to their respective businesses.

Pictures



