



FINANCIAL ANALYSIS PRODEGREE

180-Hour Program to Master In-Demand Skills

Industry-Endorsed Curriculum

Experiential Learning via 6 Hands-on Projects

Delivered in Classroom and Online modes

in association with:



INDUSTRY LANDSCAPE

WHAT IS FINANCIAL ANALYSIS?



Financial analysis (also referred to as financial statement analysis or accounting analysis) refers to an assessment of the viability, stability and profitability of a business, sub-business or project.

CAREERS IN CORPORATE FINANCE



JOB OPENINGS ON MONSTER INDIA (DECEMBER, 2018)

FINANCIAL ANALYSTS
18,130

FINANCIAL MODELERS
13,326

CREDIT RESEARCH ANALYSTS
7,332

EMPLOYMENT LANDSCAPE

- JP Morgan
- Copal Partners
- Barclays
- Goldman Sachs
- Deutsche Bank
- Mape Group
- Crisil
- BNP Paribas
- Avendus
- Aranca
- UBS
- D E Shaw
- Axience
- TresVista
- Amba Research
- o3 Capital
- Standard Chartered
- Probe Equity Research
- Royal Bank of Scotland
- Integreon

OVERVIEW OF PROGRAM

The Financial Analysis Prodegree, in association with KPMG as the Knowledge Provider, is a 180-hour functional, skill-building program for accounting, financial modeling, valuation and equity research.



FINANCIAL ANALYSIS PRODEGREE

CURRICULUM

LEVEL 1

94 HOURS

FINANCIAL ANALYSIS LANDSCAPE (14 HOURS)

Financial analysis landscape | Basics of corporate finance | Introduction to M&A | Introduction to private equity | Introduction to equity research | Current Indian scenario: investment banking, equity research, credit research

PRINCIPLES OF ACCOUNTING (8 HOURS)

The accounting process | Who uses accounts? | Accounting & book-keeping | Financial terminologies | Accounting concepts | Basic accounting equation | Accounting | Principles and conventions | Hindalco: walk-through of financial statements

SPECIFIC FINANCIAL ITEMS & FINANCIAL STATEMENT PREPARATION (5 HOURS)

Financial statements - balance sheet, profit and loss and cash flow | Understanding revenues and expenses | The accounting cycle | Understanding consolidated accounts | Tangible assets | Goodwill | Depreciation | Investments | Deferred taxes

RATIO ANALYSIS (7.5 HOURS)

Du-pont analysis | Definitions of ratios | Liquidity ratios | Asset management ratios | Debt management ratios | Profitability ratios | When to use which ratios | Case studies in ratio analysis

RATIO ANALYSIS AND CONSOLIDATION (8 HOURS)

Consolidation of financial statements | Case study on consolidation | Simple consolidation | Preparing consolidated statements

EXCEL BASICS (9.5 HOURS)

Spreadsheet vocabulary review | Explore the user interface | Work with the ribbon | Work with contextual tabs | Customize the excel interface | Creating spreadsheets | Cell formatting | Logical functions | Date and time | Statistical functions | Frequently used shortcuts

ADVANCED EXCEL (9.5 HOURS)

Data validation | Templates | Custom list | Goal seek | Scenarios | Consolidation | Data cleaning | Data manipulation | Pivot tables | Macros

FORECASTING AND FINANCIAL MODELING (8.5 HOURS)

Objectives of forecasting | Understanding business model | Basics of financial modeling | How to create a basic investment banking financial model

FORECASTING AND FINANCIAL MODELING (10 HOURS)

Build an integrated financial model for Colgate Palmolive limited - a publicly listed company | Convert the single step historical income statement captured in the excel file into a multi-step income statement | Set up a separate assumption and analysis sheet and capture necessary ratios

MODELLING CASE STUDY - KPMG DELIVERY (5 HOURS)

Case study on modeling | Case study and model discussion | 5 hours in class and then a follow up 2 hour session 1 week later

MODELLING CASE STUDY - KPMG DELIVERY + OPEN HOUSE (1.5 HOURS)

Classroom session will involve solving the problems in Excel | Forecasting cash flows and calculating IRR's for a project

EVALUATION - 1 (4 HOURS)

Semester 1 evaluation on accounts and financial landscape - objective and subjective test paper

LEVEL 2

45 HOURS

CORPORATE STRATEGY (6.5 HOURS)

Porter's Five Forces | Structural determinants | SWOT analysis | PEST analysis | The product life cycle and the boston matrix | Identifying key success factors and core competencies | Case study: smart phone application | Class exercise: what strategy has Flipkart adopted?

VALUATION BASICS (7.5 HOURS)

Introduction to valuation | Different approaches to valuation | Arriving at cashflows and growth rates for valuation

EQUITY AND FIRM VALUATION (5 HOURS)

Discounted cash flow model | Categorizing discounted cash flow models | Calculating cash flows | Calculating growth rate and terminal value | Specific financial items

TECHNICAL SKILLS - POWERPOINT (5 HOURS)

Working with shapes | Keeping the audience/reader on track | Working with pictures | Avoiding "death by bullet" mini-series | Working with tables, charts - choosing the most appropriate chart & constructing it | Making the chart more communicative | Animation | Other best practices | Case studies & before vs. after examples

BUSINESS COMMUNICATION (8 HOURS)

Barriers to communication | Communication styles | Verbal communication | Listening skills | Written communication | Email writing | Resume building

CURRICULUM

RESUME WRITING (1 HOUR)

The why, the what and the how of resumes | Personal branding | Tips and resources | Interview skills | Using social media | CV discussion

GUEST LECTURE AND OPEN HOUSE (5 HOURS)

Challenges/caveats in valuation | Open house with faculty for doubt clearing

ACCOUNTING & VALUATION REFRESHER (5 HOURS)

This session will be a refresher on accounting and valuation topics. Students are requested to send in their major doubts before hand so as to make the most of the session

EVALUATION - 2 (2.5 HOURS)

Semester 2 evaluation on valuation

LEVEL 3

35 HOURS

M&A TRANSACTION EXECUTION (5 HOURS)

M&A transaction process | How to make a pitch presentation | LBO and financing basics | Basics of documentation | Due diligence: what should you look out for? Planning post-acquisition integration

APTITUDE (5 HOURS)

Quantitative aptitude training | Trains, time and work | Profit and loss | Ages | Permutation and combination | Chain rule | Allegations | Time and distance | Simple interest | Partnership | Surds and indices | Pipes and cisterns | Logarithms, probability, percentages and ratio and proportion

INTRODUCTION TO EQUITY RESEARCH (5 HOURS)

Overview of equity research business | Job of an equity research analyst | Types of research reports | Approach to analyze a business | Ecosystem of asset management | Buy side, sell side jobs - incentives, work profile, requirements | Business model snapshot | Unravelling Colgate | Techniques of relative valuation Walk-through a maintenance research report | Tips on effective research writing

BUSINESS WRITING & STORYBOARDING (5 HOURS)

The five steps to effective business writing | The art of story boarding | Grammar and punctuation

INTERVIEW PREPARATION - HR (2 HOURS)

Types of interviews | What to do before an interview | What to do after an interview | Follow-up etiquette | Body language - dos and don'ts

INTERVIEW PREPARATION - DOMAIN (3 HOURS)

Experts guide you on how to prepare for technical interview round with tips, tricks and a quick refresher on concepts learnt

MOCK INTERVIEWS - HR AND DOMAIN (WITH INTERNAL FACULTY) (5 HOURS)

1:1 or panel mock interviews with faculty to clear the HR and technical round of interviews to give you confidence to face real world scenarios

FINAL PROJECT PRESENTATION (5 HOURS)

Final project submission in front of your peers while industry experts evaluate your project work with constructive criticism

HANDS-ON PROJECTS



**Marico - Financial
Statement
Preparation**



**Hindalco -
Calculation
Of Ratios**



**TCS - Calculation
of EV**



**Colgate-Financial
Modelling &
Valuation**



**Titan - Writing
and Initiating
Coverage Report**



**Colgate & Patni
Consolidation
of Accounts**

25 Hours of Program Delivery by KPMG Leadership

KEY HIGHLIGHTS



COMPREHENSIVE COVERAGE

The 180-hour training program provides comprehensive coverage on financial accounting and statement analysis, financial modeling and valuation, equity research, corporate finance strategy, excel and powerpoint, aptitude, resume building, and interview prep.

KPMG AS KNOWLEDGE PROVIDER

The program is co-created with KPMG as the Knowledge Provider and comes with a cutting edge industry-aligned curriculum that is aligned as per KPMG's exacting requirements.



EXPERIENTIAL LEARNING

We believe in 'Learning by Doing' and place utmost importance on practical understanding of the subject matter. You will spend sufficient time getting hands-on with industry projects and building a portfolio of demonstrable work.

MENTORSHIP

Industry experts from leading companies advise and mentor students in their journey towards job-readiness. We have a dedicated mentor assigned to each student, who you can approach at any time to clear any doubts about the industry or your career prospects.



24/7 LEARNING

Our state of the art online portal provides 24/7 access to your study material, learning aids and tests. Stay in touch with students and faculty for continued learning and support.

TWO DELIVERY MODES TO CHOOSE FROM

OPTION 1



CLASSROOM DELIVERY

Classroom training by expert faculty with industry credentials at our Imarticus centers

140 HOURS



SELF PACED INSTRUCTOR VIDEOS

Active, self-paced, data-driven learning through HD videos

40 HOURS

OR

OPTION 2



ONLINE DELIVERY

Live Instructor-led Virtual Classes with expert faculty for real-time learning for learning as per your convenience

140 HOURS



SELF PACED INSTRUCTOR VIDEOS

Active, self-paced, data-driven learning through HD videos

40 HOURS

FACULTY

KPMG FACULTY

SHIKHIT MANOCHA

Shikhit has over 3 years of experience in delivering financial advisory services across e-commerce, real estate, technology, insurance & healthcare sectors. He works as a Consultant in CFO Advisory & holds extensive experience in Indian Accounting Standards implementation, change in regulatory reporting & financial reporting requirements, GAAP conversions, process improvement & review.

ROHAN KAPOOR

Rohan has over 11 years of experience across consulting and works as a Director in CFO Advisory for KPMG. Throughout his career, Rohan has had an extensive experience of leading IFRS/GAAP conversions, advisory projects for divestitures, acquisitions, and common control transactions. He has also and working closely with companies engaged in primary and secondary offerings on Asian markets.

SHIVANGI SULTANIA

Shivangi is a seasoned finance professional with over 3 years of experience in areas ranging from IFRS/ Ind AS convergence, componentization of assets, audit support, financial statement preparation and reporting. She has a strong grip on financial statement preparation and related process. Apart from accounting standards, she has also been engaged in full-fledged accounting and audit support for various KPMG clients.

PLACEMENT ASSISTANCE

Imarticus provides 100% assistance throughout the program to guide and help navigate ample career options and help you get job ready from Day 1.

1 RESUME BUILDING



We help you refine and polish your resume with tips to help you land your coveted job

2 INTERVIEW PREP



We prepare you to ace HR and technical interview rounds with model interview Q&A and extensive mock interviews

3 ACCESS TO OUR PLACEMENT PORTAL



We give you unrestricted access to our private and public leads and references on our placement portal for 3 months

ROLE OF KPMG AS A KNOWLEDGE PROVIDER

KPMG leadership is closely involved in the design and delivery of the Prodegree.



SHARING REAL-WORLD CASE STUDIES



25 HOURS OF GUEST LECTURES BY KPMG



INDUSTRY-APPROVED CURRICULUM

CONTACT US FOR A PROFILE REVIEW

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