

**BSE Training Institute  
A Division of Bombay Stock Exchange Ltd.**

**Launches a One Day Programme On**

**Managing Finance at Micro Small and Medium Enterprises (MSMEs)**

**Date:** 1<sup>st</sup> October 2010 (Friday)

**Timing:** 9.30 am to 5.30 pm

**Venue:** BSE Training Institute, 19<sup>th</sup> Floor, Centre - 2, Bombay Stock Exchange Ltd., P. J. Towers, Dalal Street, Mumbai - 400 001

**Programme Objective:**

Business, being a commercial activity, continuously revolves around financial aspects. Need of managing Revenues, Expenses, Assets and Liabilities can hardly be overemphasized, specially when organizations are small. Indeed, efficiency at the finance front determines survival of businesses in the short term and success in the long term. Some of the questions, micro small and medium entrepreneurs struggle with are:

- What could be the potential sources of funds (long term and/or short term). What are their positives and negatives?
- Should we get funded with equity or debt or some hybrid (like convertible). What are their positives and negatives?
- For equity, which route is better public market (IPO) or private equity? What should be the determining factor to decide either of these two routes?
- How to analyze my business performance and also carry out comparison with peers in the industry. Where could be the triggers to improve the performance?
- What is the value of my business and how to enhance this further?

Answers to all these questions are a function of nature of business and basic understanding of some important aspects of finance. Asking right questions can easily lead us to appropriate answers.

**Content of the Programme:**

Programme would aim at addressing the questions raised above through engaging debate and use of simple financial tools.

**Who can attend?**

As focus of the programme is managing finance at micro small and medium enterprises, we do understand and expect professionals from diversified set of businesses without any prior knowledge of finance. Programme would take care of that aspect of the participants. This would benefit: Entrepreneurs, start-up ventures, top and middle management at micro, small and medium size companies etc.

**Course Fees:**

Fees Rs. 2700 Per Participant Plus 10.30 % Service Tax, as applicable.

Includes tuition fees, study material, refreshments & lunch and participation certificate.

**Register Today**

**Simple ways to register or to make an enquiry**

**Website:** [www.bseindia.com](http://www.bseindia.com)

**E-mail:** [training@bseindia.com](mailto:training@bseindia.com)

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