



Catalysts

**Business Expertise
in Finance**

If not NOW,
WHEN?



Faculty

Professor Phil Young

Masters, Columbia University
PhD, New York University



Phil Young is a senior corporate education consultant who designs and implements seminars and training programs in finance, marketing, strategy and leadership in multiple geographies. He has over 30 years of experience in the area of consulting as a course developer, instructor, and facilitator.

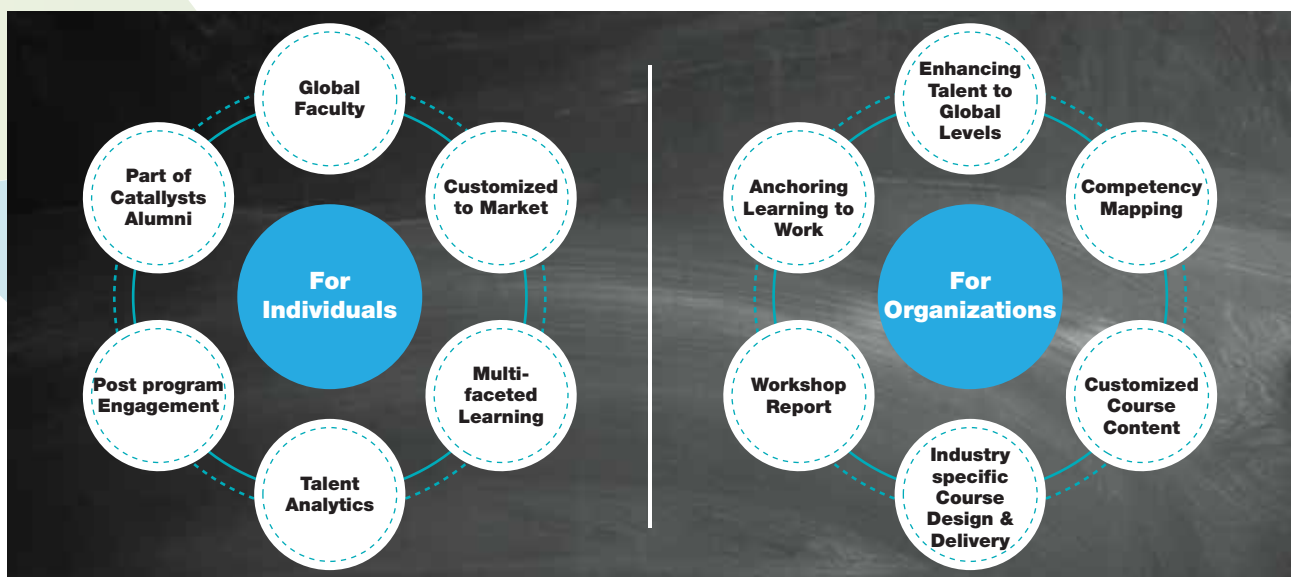
Phil was a Professor of Economics and Finance at Pace University in New York, where he taught in the MBA program for 25 years. He has taught in executive education programs sponsored by Columbia University, The University of California at Berkeley, Thunderbird School of Global Management, and Cornell University. Phil developed an online course in finance and economics for the University of North Carolina Kenan-Flagler Business School. He continues to be an adjunct Professor for the Doctoral Program of the International School of Management (Paris).

He is the co-author of a major economics textbook, *Managerial Economics: Economic Tools for Today's Decision Makers*, published by Pearson Prentice-Hall (2009, 6th edition.) The 7th edition was published in 2013. He is also the co-author of *The Portable MBA in Economics*, John Wiley & Sons. International editions of this book have been translated into Chinese, Russian, and Spanish.

Phil received a B.A. from the University of Hawaii, a Master's degree in International Relations from Columbia University, and a Ph.D. in Economics from New York University.



The Catallysts Promise



On successful completion, participants will be awarded a 'Certificate of Program Completion' by Catallyst Constellations, Program Director. Participants will also get an alumni status and be a part of lifelong learning programs managed by Alumni Connect of Catallysts.

What

This program teaches the essential concepts and tools of analysis by using a combination of a business simulation and interactive sessions and discussions. Participants will learn how to use finance and accounting to understand the strategic objectives of the company to make better corporate decisions using numbers and effectively communicate the financial performance and value of their business. As participants are introduced to the essential concepts, they have a chance to immediately apply what they have learnt in an engaging and exciting business simulation. The Business Expertise course in Finance and Accounting will help executives talk about the financial health and direction of the organization with great competence and confidence and make better and informed financial management decisions.

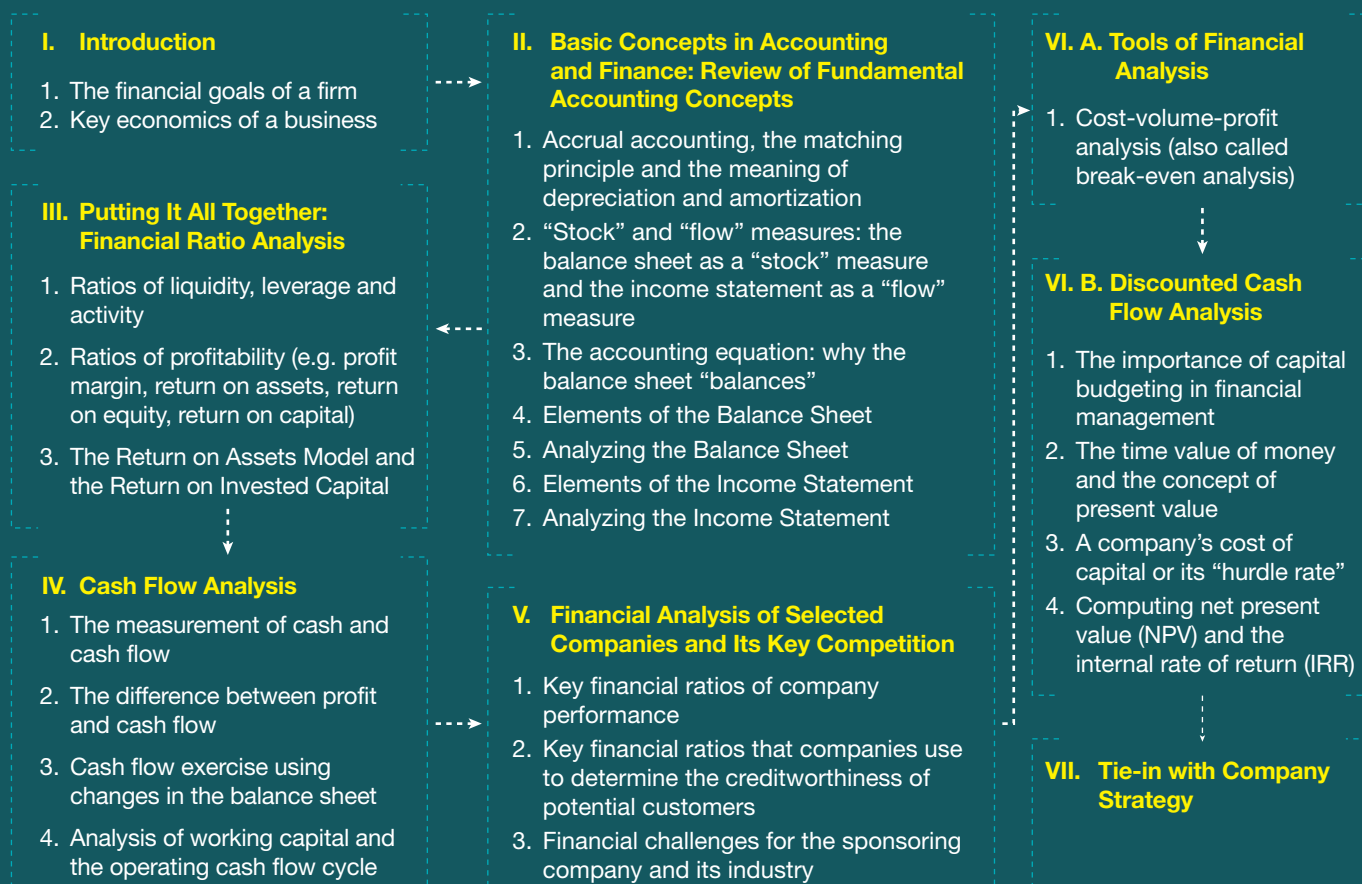
How

If one is not in the core finance and accounting function, understanding balance sheets and income statements, cash flows and financial management might be difficult for executives who have risen to higher level positions. We will help you clarify key concepts, and comprehend important fundamentals and frameworks. We will also help you identify trends, financially benchmark competitors and practice financial forecasting. Leadership and teamwork learnings are often as important as the business acumen of the participants in determining the relative outcomes of their efforts. Participants will have the opportunity to use all the learnings in a live simulation exercise. It will be quickly evident to participants that “learning by doing” is a key element of this program.

Who

Specifically designed for non-financial executives, including general managers, senior functional managers and young board members in product and service organizations. This program helps them with a better understanding of the financial impact of business decisions. Managers who are newly appointed to a more challenging role and now need a better understanding of the “big picture” of their company’s financial landscape and objectives, individual contributors who have taken on people management responsibilities who want to sharpen their interpersonal and leadership skills, and managers at all levels who have new or increasing “bottom line” responsibilities will benefit immensely from the program.

PROGRAM STRUCTURE



Business Simulation

An integral part of the program will be an action learning tool called “Business Simulation”. This simulation was designed and developed based on Phil Young’s 30 years of experience working with a variety of companies around the world. His extensive experience in corporate education tells us that one of the best ways to stimulate interest in financial analysis and strategy and to reinforce the concepts taught in the course is to provide an opportunity for participants to apply what they have learned immediately in the simulation exercise.

About Catallysts Constellations

Catallysts Constellations (Catallysts) is a next generation business advisory and management education firm with deep commitment to partner with organizations at strategic and functional levels, to co-create the Next Practices, thus enabling their short term and future-ready states. Catallysts brings deep vertical (industry) and horizontal (subject matter) expertise from around the globe, as part of its unique Catallysts Cube™ model.

Catallysts was established by a core team of management academicians and industry professionals with cutting edge analytics, management practices and technology at its core, and provide best-in-class capabilities throughout the engagement life-cycle.

Today, our clients engage with Catallysts for its unique business insights and interventions by leveraging a matrix of vertical and horizontal acumen, with years of experience in management research, public policy, executive coaching, consulting and advisory services. Spread across the globe, Catallysts has engagement capabilities in APAC (including Australia), Europe, Middle East and Africa with local presence in multiple countries.

Where & When

Taj Lands End, Mumbai, India
February 25 - 26, 2016*

* with additional pre and post-program support.

As part of the program support participants will have online access to Dr. Young's innovative self-directed course called "Business Acumen: Your Key to Success", for six months, free of charge. Among the clients that have adopted this are IBM, Booz Consulting, Government of Qatar Leadership Program, Red Bull, ADP, Google, among others.

The participants go through pre-program readings and do pre-coursework on identified topics followed by an immersive classroom experience and small group & one-to-one coaching. The participants have to stay on premises for the duration of the program.

Fee: INR 80,000 per person. Taxes as applicable.

Program fee includes cost of facilitation, instruction material, individual stay with all meals and pre & post engagement. All taxes will be charged separately. Cheque / draft should be drawn in favor of "Catcon Global LLP" payable at Ahmedabad.

To register, contact:

Marketing Services Office

+91 95615 03030 | learning_interventions@catallysts.com

Catalyst Constellations

137, GCP, Vijay Char Rasta, Memnagar,
Ahmedabad - 380 014, India

To apply online, please visit:

catallysts.com/learning_interventions

In the event of participant cancellation, the following schedule of charges will apply:

4 weeks before start date	:	No cancellation fee
2-4 weeks before start date	:	50% of program fee
Less than 2 weeks before start date	:	100% program fee

Cancellation notification must be made in writing to Marketing Services Office. Should we be unable to accept your application for any reason, your payment (cheque/draft) will be returned to you. In case of refunds of online payments, bank charges will be deducted.



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