

WileyNXT



Executive Education Program in **Analytics for Finance & Accounting Professionals**

The only Executive Education Program to equip **F&A professionals** with the ability to use analytics across F&A value chain, for enhanced profitability and sharper decision making





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Are you ready?

Research shows that

- **Finance 2020 — tomorrow's digital finance organization—is a radical departure from the status quo. It deals in analytics and forward-looking decisions to create value and manage risk.**
Source: Accenture
- **By 2020, finance staff will spend more time—up from 25% to 75%—on decision support, predictive analytics and performance management.**
Source: Accenture
- **Accenture analysis shows that by 2020, cross-functional integrated teams will deliver 80 percent of traditional finance services.**
Source: Accenture

Data is abundant in the F&A function, however there is considerable lag in transformational usage of data by F&A professionals worldwide, and a key reason behind this is the lack of analytical skills.

Knowhow of use of data in various formats, beyond ledgers can help finance function evolve from being an enabler function to a business partner role, by providing strategic insights which impact a business holistically, including sales, customers, vendors, supply chain and more.

With appropriate use of data, F&A professionals can enhance finance efficiency, scalability, agility, thus empowering finance, tax, treasury and risk, contribute to sound planning and overall better performance of an organization.

This carefully designed program helps F&A professionals with the skills necessary that will elevate them as insight engines for their business.



What is the IIM L-Wiley Program?

Developed by top faculty at IIML and Wiley along with the Wiley Innovation Advisory Council (WIAC) members and leading industry experts in emerging technologies, the 6-month intensive program provides:

- An **experiential and outcome based learning approach**, integrating concepts and their applications in real-world contexts
- Exposure to **various and most used analytics techniques and algorithms** that can be applied in various F&A scenarios such as **budgeting, planning, optimization, predictive techniques, costing, risk, fraud mitigation** and **forecasting**, and to several real world business use cases
- Access to **multiple case studies, projects, labwork and exercises**, with datasets and business scenarios, to provide hands-on experience of working with analytics
- Understanding of how to **improve operational efficiencies and mitigate risks, detect fraud and enhance revenues** — using better data driven decisions

The program integrates classes by:

- Esteemed IIML faculty
- Expert Wiley faculty
- Masterclasses by top F&A and analytics experts of India
- Working with labs, various business cases and real-life projects

Who is it For?

The IIML-Wiley Program is designed specifically for -

- Existing F&A professionals, who want to upskill to digital and analytics skills
- CFA, CS, ICWA, CPA, CA and MBA Finance, M.Com candidates or other finance and accounting candidates.

For those who do not have work experience, a foundation in F&A and analytics will be preferred.

All selections will be based on eligibility criteria and an entrance test.

Program Outcome

- Competency to solve problems across F&A value chain with data and analytics
- Apply various analytics algorithms to improve predictions, optimizations, analysis and management of risks, budgets and financial planning and fraud mitigation
- Get skilled in R to analyze small and large (unstructured) datasets to reveal patterns, derive and communicate insights
- Evolve into a business partner role from a business support role

The Only Executive Education Program to Holistically Converge Data Analytics, Technology and Domain Expertise for F&A Professionals of the Digital Economy.

Participant Outcome

Be a Leader and an Asset to your Organization with:



About the Program



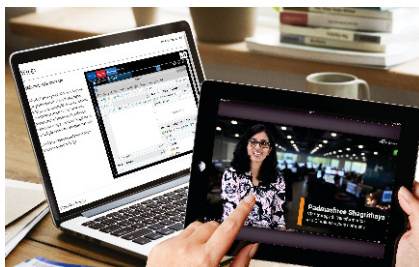
3-days immersion learning
at IIM Lucknow Campus



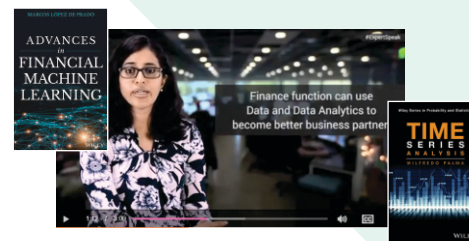
Live Online Class Sessions by
Top IIML and Wiley Faculty



Masterclasses by Top
Industry Experts and Thought
Leaders Providing Exposure
to Actionable Analytics in F&A



Completely **Hands-On Learning**
with **Labs, Case Studies** and
Project Work



Online Courseware and
eBooks Library from Wiley by
Top Global Authors



Cutting Edge, Industry Ratified Curriculum based
on Industry Needs Co-developed by IIML and Wiley
Innovation Advisory Council Top Industry Leaders



Joint **Certification** from IIML
and Wiley and IIML MDP Alumni Status

The Learning Experience

Immersion Learning at IIML Campus

Program orientation and classes at IIM Lucknow Campus for 1 day in Month 1 and 2 days in Month 6 (total 3 days). Participants will participate in sessions conducted by top faculty and F&A leaders at the IIML campus and along with an experience of the campus. Accommodation will be provided during the immersion.

Live Online Classes

Post immersion sessions, live online classes will be conducted by IIML and Wiley faculty for 4 Hours Per Week. Classes will be conducted through technology aided platform which allow interaction with the faculty.

Access to Wiley Learning Resources

For reference, participants will have access to courseware including videos, assessments and study material on Wiley LMS. Access to eBooks library by Wiley will also be included.

Labwork and Case Studies

Following the pedagogy of hands-on learning, almost every session will include labwork. Access to Labs for hands on practice in using R, Tableau Public will be provided along with business cases and datasets. Masterclasses will include business cases.

Masterclasses

The program provides deep exposure to actual industry applications of concepts through masterclasses conducted by Top Industry Experts and Thought Leaders in areas of finance, accounting, risk and fraud. These also includes case studies and post class work.

Project Work, Action Learning, Peer Learning

The experiential learning methodology will include working on end to end business project across industry verticals, with mentorship from faculty and industry experts. The program will provide opportunity to work with peers from varied backgrounds in teams.

Valediction Ceremony at IIM Lucknow Campus

Conducted on the final day of the immersion in the 6th month.

Value Add of the Program

Benefits for participants:

- Experience Learning from Top Class Faculty
- Learning from and interaction with top business leaders of Wiley Innovation Advisory Council in AI and Analytics
- Hand-on and contextual learning through numerous labs, case studies, and business scenarios from experts
- Real world project work with mentors
- World class global courseware from Wiley
- Cross learning with experienced professionals from various industries as peers
- **Joint Certification** and **MDP Alumni Status**
- Internal and external career opportunities

Benefits for organizations:

- Participants exposed to actionable analytics and data-driven solutions to tackle various relevant business problems and processes
- Participants develop an analytics mindset and are able to identify and frame the right business problems for data-driven solutions
- Participants are able to analyze and implement analytics within the organizations' existing business processes and enhance efficiency and forecasts
- Excellent opportunity to upskill potential employees to build



Program Curriculum

Module 1
**Analytics and the Changing
F&A Landscape**

Module 2
Statistics for Business

Module 3
Application of Analytics in F&A

Module 4
**Application of Analytics in
Financial Services**

Module 5
Using R for Analytics

Module 6
**Performing Advanced
Analytics Techniques**

Module 7
Data Visualization

Module 8
Impact of Future Technologies on F&A

**Capstone Project
and Presentation**

Case Studies Include

- Reporting of Data
- Forecasting Techniques
- Optimization Techniques
- Predictive Techniques
- Anomaly Detection in Invoicing
- Financial Forecasting
- Risk Assessment
- Product Costing Analysis
- Budgeting and Hypothesis Building
- Payments and Lendings
- Insurance Analytics
- Fraud Management/Policy Framing

**The program curriculum is subject to change and the final curriculum will be available during the application process*

Key Information

1.	Tenure of the program	6 months
2.	Total course time	127 hours
3.	Total teaching hours	117 hours (99 hours online + 18 hours in campus)
4.	Per week duration of online classes	4 hours
5.	Number of in-campus immersion sessions	3 days (months 1 and 6)
6.	Venue for the immersion sessions	IIM Lucknow Campus
7.	Project work duration	10 hours (month 6)
8.	Masterclasses (by industry experts)	5+ sessions
9.	Program fees	INR 1,40,000 plus GST

Joint certification by IIML and Wiley

Important Dates

Program commencement: 11 January 2020

Early bird admission deadline:

Registration closing date:

Program Directors



Dr. Prakash Singh

PROFESSOR
Finance and Accounting

Dr. Prakash Singh is a Professor of Banking at IIM Lucknow since 2006. He teaches courses related to Commercial Banking, Risk Management and Financing Start-ups. His research interests include Performance and Regulation of Banks, Risk Management in Financial Institutions, Microfinance, and Valuation of Start-ups. His research contributions have been published in various peer reviewed journals. He also serves as Independent Director on the Board of NBFC-MFIs and also on advisory board of various organizations. Earlier he has worked with Kotak Mahindra Finance Ltd (Now Kotak Bank) and Escorts Yamaha Motors Ltd. He holds a PhD from BITS, Pilani.



Dr. Vikas Srivastava

ASSOCIATE PROFESSOR
Finance and Accounting

Dr Vikas Srivastava is an Associate Professor in the area of Finance and Accounts at IIM Lucknow. He is an MBA, PhD and a visiting Doctoral Fellow at the Helsinki School of Economics under a scholarship by the European Union. His primary research areas are Project Finance, Corporate Banking and Credit Risk Management. He has conducted numerous specialized training programs for Banks based in India, South Asia, Central Europe and Africa. He was also an Advisor to Axis Bank Corporate Banking and Project Finance Group. He has handled consulting assignment for IFC Washington and ADB Manila on Sustainable Lending, besides giving consulting and training support to RBI, Large Public Sector banks, Centre for Banking Studies, Central Bank of Srilanka and Bangladesh Bank. He has several publications to his credit.

About IIM L

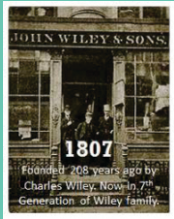
The Indian Institute of Management Lucknow (IIM L) is one of the premier business schools in India. From the sprawling 185 acres campus, the Institute offers world-class education in major areas of management and provides an ambience for genuine intellectual pursuit, excitement and professional growth.

The Institute's carefully designed and high impact Management Development Programmes train business leaders, senior executives, and practicing managers from various sectors of the economy in all disciplines of management education and thought. The Institute provides cooperation and support to Industry and the Government through its large number of prestigious Consulting Assignments and Research Projects. The Institute has an internationally acclaimed Postgraduate Programme in Management, Agri-business Management, & Fellow Programme in Management known for its quality, rigor and global orientation.

The Noida campus, as an extension of IIM Lucknow, has been established to provide globally competitive management education to the professionals. In addition to these, the Institute has launched distance learning programmes (e-MDPs), besides many other short duration programmes.

Wiley – The Global Leader in Learning Solution

200 years
of excellence



470+ Nobel Laureates have published in Wiley journals

Global Presence



Serving Learners



Leveraging technology and content-enabled solutions to drive the knowledge economy

Improve Access and Outcomes

EDUCATION

- 2800+ courses
- 527,000 students
- 179+ university partners
- 222+ online programs

Enabling Reskilling and Upskilling

- 40 million personality assessment end users
- 6 million platform end-users
- 20,000 learning objects
- 4000 global experts

EMPLOYMENT

Accelerate Discover, Validation

INNOVATION

- 1600 journals
- 226 million full text downloads per year
- 1200 society partners
- 15 million member researchers



For more information-
visit at: **www.wileynxt.com**

mail at: **professionallearning@wiley.com**

or visit at: **IIM Lucknow, MDP office, Noida**