

ady.
ADYAPAN

Adyapan School

Finance (Beginner)



Duration - 2 months

Industry
Certification



Skill India Certified

250+
Partner Companies

From budgeting to investing

Start smart.

From money basics to smart decisions - learn how money works.

This immersive Finance for Beginners program takes you beyond basic concepts into real-world financial understanding. Learn budgeting, saving, investing, banking fundamentals, and financial planning through practical examples and guided exercises. With a strong focus on everyday financial decision-making and real-life applications, you'll graduate with the ability to manage finances, make informed investment choices, and build a strong foundation for financial growth with confidence.

8

MODULES

30+

PROGRAM OFFERINGS

20,000+

STUDENTS

250+ PARTNERED COMPANIES



ABOUT ADYAPAN SCHOOLS

Where education meets real-world impact

Not just a course — a platform to launch
your career.

Adyapan Schools was built with a single conviction:
learning works best when it happens in the real world.
We partner with top companies, mentors, and industry
platforms to ensure every student graduates with a
portfolio of work that speaks louder than a certificate.

Our programs combine rigorous coursework with live
client projects, giving you the skills and proof-of-work
that employers actually want.

MISSION

To equip ambitious learners with
practitioner-level digital
marketing skills through mentor-
led, project-based education that
bridges the gap between learning
and earning.



VISION

To be India's most trusted
launchpad for the next generation
of marketing leaders — defined
not by degrees but by the real
work.



Everything you need to grow fast

PROGRAM HIGHLIGHTS

Live Industry Projects

Work on campaigns for real brands alongside your coursework. Build portfolio projects that prove your expertise to employers.

1-on-1 Mentorship

Dedicated mentors from Google, Microsoft, Mastercard and more. Get personalized guidance and industry connections.



AI-Powered Marketing

Learn cutting-edge AI tools alongside evergreen fundamentals. Stay ahead of the curve in a rapidly evolving landscape.



Dual Certification

Earn both a Course Completion and Internship Certificate – accredited by Skill India Digital Hub and NSDC.



Internship Guarantee

Graduate with an internship completion certificate from a live brand project. Concrete, resume-ready proof of work.



Industry Network

Join a network of alumni at Amazon, Google, Adobe, Microsoft. Access exclusive hiring events and referral opportunities.

CURRICULUM

8 weeks. 8 modules. Infinite impact.

WEEK 1

Introduction to Financial Statements

- Discussion of Curriculum
- Understand the purpose and structure of the three core financial statements and learn how they connect.
- Identify and define key elements: assets, liabilities, equity, revenues, and expenses
- Reading a real company's annual report and spotting key items
- Introduction to Excel basics: formatting cells, entering data, and building a simple balance sheet



WEEK 2

Profitability and Cash Flow

- Calculate gross profit, operating profit, and net profit margins, and understand their purpose
- Distinguish between profit and cash flow
- Role of labor costs and productivity in changing margins
- Build a simple cash flow forecast and learn to monitor and protect liquidity
- Introduction to Excel: SUM, IF, and basic formula logic for income statement modeling



WEEK 3

Liquidity and Financial Health

- Liquidity and its importance in the short term
- Calculate and interpret the current ratio, quick ratio, and cash ratio using real balance sheet data
- Cash conversion cycle and how efficiently a business manages its working capital
- Benchmark liquidity ratios and learning warning signs of financial distress
- Excel skill: build a ratio dashboard



CURRICULUM

8 weeks. 8 modules. Infinite impact.

WEEK 4

Financing a Business

- Map the business lifecycle to its funding needs: bootstrapping, bank loans, equity, and venture capital at different stages
- Key difference between debt and equity financing and the trade-offs of each
- Information needed to prepare to obtain financing
- Build and maintain strong banking relationships through record-keeping and financial communication
- Forecast future financing needs using a simple financial model



WEEK 5

Corporate Finance Fundamentals

- Understand the three core activities of corporate finance
- Roles of key players: investment banks, commercial banks, institutional investors, and regulators in markets
- Types of transactions that drive corporate finance- IPOs, debt issuances, M&A, and recapitalizations
- Concept of time value of money (TVM)
- Excel skill: use PV and FV functions to solve time value problems



WEEK 6

Capital Investment and Valuation

- Calculate net present value (NPV) and understand its importance
- Internal rate of return (IRR) to evaluate and rank competing investment opportunities
- Understand terminal value and how it affects long-term project and company valuations
- Distinguish between enterprise value and equity value
- Excel skill: build an NPV/IRR model using XNPV, XIRR, and structured cash flow tables



8 weeks. 8 modules. Infinite impact.

WEEK 7

Capital Structure and Cost of Capital

- Understand the capital stack and the order in which different financiers get paid
- Calculate the weighted average cost of capital (WACC)
- Compare the characteristics of different debt instruments
- Analyze the trade-offs between debt and equity: tax shields, financial flexibility, credit ratings, and dilution
- Excel skill: build a WACC calculator and run sensitivity analysis on the cost of equity and debt assumptions



WEEK 8

Growth and Financial Ratios

- Use key financial ratios to monitor growth and identify stress points
- Understand dividends vs. share buybacks and how companies decide
- Expense control methods: zero-based budgeting, variance analysis, and rolling forecasts
- Capstone Excel project



WHO THIS IS FOR

This course is perfect for

Anyone Interested in
Budgeting, Saving & Investing

Non-Finance Individuals Entering
the Finance Domain

Working Professionals
Managing Income & Savings

Beginners Looking to
Understand Personal Finance

Personal Finance & Financial
Independence Enthusiasts

Students & Career Switchers

CERTIFICATIONS



ALUMNI NETWORK

Our alumni work at world-class companies

Amazon

Adobe

Google

Autodesk

Microsoft

Deloitte

Your career switch is one click away.

Ready to begin? Apply at adyapanschool.com or email us at support@adyapan.com

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