

**Event:** Guest Lecture on “**Challenges of Finance in the Current Business Scenario**”  
**Date & Day:** March 06, 2018 & Tuesday

The School of Management, IMS Noida, organized a Guest Lecture on the topic “**Challenges of Finance in the Current Business Scenario**” for the students of PGDM, MIB, BBA Scholars and BBA Regular program on March 06, 2018 in the Seminar Hall. The speaker of the session was **Dr. Rattan Sharma, Principal Director, Delhi School of Business, VIPS, New Delhi. Formerly, he was a Professor at MDI, Gurgaon, IIM Lucknow and SP Jain Centre, Mumbai.** Dr. Sharma is a renowned academician in the field of Finance with a rich experience in the areas of Academics and Corporate Consulting.

Dr. Sharma while addressing the students segregated his lecture into 3 parts viz., **Current Business Scenario & Its Implications; Role of Finance; and, Type of Talent / Skill set required.** He said that we are living in a VUCA World where change is inevitable, competition is cut-throat and investor activism is on a high. Finance today cannot work in isolation but is interrelated to all departments of an organization and should help in the fulfilment of Triple Bottom Line approach, i.e., economic, social and environmental perspectives.

He iterated more on the fact that role of a finance manager needs to be forward looking, strategic and investor centric. It is no more about collecting, paying and reporting but about delivering faster, more accurate, more insightful analysis & reporting while managing risk and reducing cost.

The session was very informative and Dr. Sharma cited a lot of day to day examples and illustrations to which the audience could easily relate. Dr. Sharma later responded to the queries put across by the students at the end of the session.



