



Institute of  
Business Administration  
Karachi

Leadership and Ideas for Tomorrow

# Workshop on Finance for Non-Finance Executives

Finance,  
Accounting & Law

Feedback Ratings\*  
Faculty 4.3/5 Program 4.2/5

February 20 & 21, 2014

9:00am – 5:00pm

Venue: CEE@IBA, Karachi



## OVERVIEW

Understanding of numbers is imperative in today's highly competitive business world. It is considered as a business language and a basis for business decision making. Accounting is the vehicle that helps the management in planning and controlling the resources of the business. The more important decision, the more need for relevant information. There are financial implications for each decision a manager takes, and even in decision requiring qualitative aspects.

This workshop provides requisite basic concepts of finance & accounting, including terminology and assumptions, valuation, financial statements, identify trends, and study competitors and thus become strategic users of accounting and financial data. The workshop will also encourage participants to do analysis of financial data themselves and know how to drift financial data from corporate reports.

## LEARNING OUTCOMES

- To remove fear of accounting and finance and to communicate effectively with Finance Executives.
- To acquire a solid grasp of how information is conveyed in basic financial statements and monthly reports reflecting the performances; how to analyze the information, how to use the information to make informed decisions
- To enhance the decision making skill by using accounting, cost and management accounting concepts in day to day operating decisions and planning the business models

## WHO SHOULD ATTEND

Senior & Mid-Level Non-finance executives who are involved in the business operations including: Sales & Marketing, Production, HR, Supply Chain & Engineering etc.



Center for Executive Education  
Institute of Business Administration

\* Based on Kirkpatrick's Feedback Rating Model on the scale of 5

## Past Participants were from

- Abbott Laboratories
- Ali Gohar & Co. (Pvt.) ltd.
- Attock Cement
- Business & Engineering Trends
- Engro Corporation Ltd.
- Karachi International Container Terminal
- KESC
- Lundbeck Pakistan (Pvt.) Ltd.
- National Petrochemical Industrial Company
- National Telecommunication Corporation
- Pakistan International Container Terminal Ltd.
- Pak-Suzuki Motor Company Ltd.
- Pfizer Pakistan Limited
- Ray Pharma (Pvt.) Ltd.
- SSGC
- TOTAL Oil Pakistan (Pvt.) Limited



## FACULTY

**Abdul Rahim Suriya** He is a Fellow Member of the ICAP and the ICMAP. He has over 28 years' experience in Accounting, Auditing, Corporate Finance and Operational Management. Mr. Suriya is a Visiting Faculty at the Institute of Business Administration (IBA). Mr. Suriya is a certified Director from Pakistan Institute of Corporate Governance

and is also trainer for ICAP & ICMAP on the subject of "Corporate Reporting" under Directors training program. During the past eight years, Abdul Rahim Suriya has conducted specialized training programs and seminars for senior executives for a number of leading corporate clients which include MNCs and National companies in Sectors including Pharma, Fertilizer, Insurance, Banks and Service. He has so far conducted over 100+ workshops both in-house and open-house. He has also authored a book "A Guide to Business Decision Making".

## TOPICS COVERED

- Mastering in reading Balance Sheet, Profit and Loss Account and Cash Flow Statements along with key accounting concepts, assumptions and statutory requirements.
- Understanding how performance of marketing, sales, production & inventory management is reflected in Financial Statements.
- Techniques for analysis of financial statements to provide basis for evaluating financial and management performance
- Analysis of Cash Flow Statements and Cash Budgeting
- Importance of Product cost sheets and role of non-finance professional in product cost reduction and combating competition or sales price constrains
- Break Even analyses- how it helps in planning a business and controlling the operations
- Working Capital Management
- Capital Structuring
- Cost concepts & their use for business decision making
- Effective Management Reporting and Risk Management
- An overview of Corporate Reporting and matters relating to non-finance executives.

## Workshop Fees PKR 25,000/participant

Inclusive of Course material, IBA Workshop Certificate,  
Lunch, Refreshments & Business networking

*Experience*

**EXECUTIVE  
EDUCATION**

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus.  
Off Garden Road, Karachi-74400.

### For Further Information

T: (92-21) 38104700 (Ext. 1804, 1805, 1806)

F: (92-21) 38103008

Email: [ceeinfo@iba.edu.pk](mailto:ceeinfo@iba.edu.pk) Visit: [cee.iba.edu.pk](http://cee.iba.edu.pk)

### For The Most Current Information

[f](https://www.facebook.com/CEEIBAKarachi) <https://www.facebook.com/CEEIBAKarachi>

[in](http://www.linkedin.com/groups/IBA-Executive-Education-3148760/about) <http://www.linkedin.com/groups/IBA-Executive-Education-3148760/about>

[t](http://www.twitter.com/CEEIBA/) <http://www.twitter.com/CEEIBA/>



Contact us for Client Specific Customized Executive Programs & Consultancy