

# Workshop on Business Acumen Simulation Program

May 07 & 08, 2018

9:00 am to 6:30 pm

Venue: CEE@IBA, Karachi



## OVERVIEW

The simulation program has been designed using a captivating board game that lets you discover the enigma of finance and business world with fun. It develops business awareness and helps participants understand inter-functional relationships that exists within an organization. It breaks the barrier of the isolated understanding of business for people in sales, marketing, operations, and finance functions by allowing them to take key business decisions within business game context.

The program enables employees from all structural levels to develop a deeper insight into business and improve their contribution to the business performance. It encourages teamwork, cooperation, communication and strategy building. Furthermore, it offers an effective way to identify and evaluate the many trade-offs involved by giving a visual and physical representation of cash flows and resources.

## WHO SHOULD ATTEND?

Middle and senior management staff from sales, marketing, operations, HR, finance, audit and accounting functions welcomed to attend this program. Generally, the program is relevant for all functional decision makers as well as those involved in managing a team.

## DESCRIPTION

The simulation involves group of 4 participants with a designated CEO, Marketing Head, Operations Head, and a CFO. They will be responsible to manage their own company, and compete with other teams for market share. Following a well-explained and realistic business process, participants make all the decisions involved in their operations, such as:

- Investing in market research,
- Recruiting and training staff,
- Financing capex, equity or loan
- Developing new markets,
- Investing in capex,
- Purchasing raw materials,
- New product development or product upgrade,
- Tendering for sales and various funding decisions.

The general format of the program is key concepts, board game business cycle, reflection, etc. Teams run a number of cycles, and after each cycle they have to draft and analyze the financial records of their business to assess their own performance.

## LEARNING OUTCOMES

At the end of our program, participants will be able to:

- Identify and Analyze market opportunities, implement market strategies.
- Identify and measure the drivers of business performance, Analyze the impact of actions
- Manage Cash Flow - operational cash flow, cash generation, investment cash flow, working capital.
- Prepare revenue and cost budgets.
- Analyze and understand the different drivers of revenue and cost budgets.
- Read and draft Income Statements, Balance Sheets and Cash Flow Statements
- Analyze Income Statements through diagnostic tools (vertical and horizontal trend analysis, financial ratios, benchmarking)
- Understand Balance Sheets using solvency and liquidity ratios, return on investment measures, cash flow, benchmarking, external standards.
- Develop strategies for managing budgets.
- Differentiate between types of costs according to behaviour (fixed and variable), allocate costs and conduct breakeven analysis.
- Make decisions, implement them and assess the results within broader business context.
- Consider cross functional dependencies, allocation and utilization of limited resources, competitor activity and business performance.
- Work as a team, understand the organizational structure of business.
- Learn how to approach different situations considering the specific views of the professionals involved in the process.

## FACULTY

**Hasnain R. Badami, ACA** is a qualified Chartered Accountant with cumulative experience of 11+ years in the profession and also holds a Masters' degree in Philosophy. He has worked with Ernst & Young in Karachi, Dubai and Jeddah offices and also served in Internal Audit function at Engro Polymer & Chemical Limited. Hasnain is an entrepreneur having vast professional experience in assurance, advisory, consulting, outsourcing, and training businesses. His local and international work with clients in diversified industries has provided him comprehensive knowledge of operating business models. He has trained professionals from 75+ organizations, notable few are Engro Corporation, Engro Foods Limited, Bank Al Falah, FINCA Microfinance bank, SSGC, PNSC, PEL, NIB Bank, Bank Al Habib Limited, Linde Pakistan, EFU General Insurance, HUBCO, PPL, etc. Hasnain is also an educator by passion with an alumni of 1,000+ CAs to his credit and taught 2600+ CA Final students. He is also an elected member of the Regional Committee of ICAP that is responsible for CA members' professional development.



**Muhammad Danish, ACA** is a qualified Chartered Accountant with cumulative experience of 16+ years in auditing, compliance, internal audit, finance, accounting, project management and training & development. He had been heading Compliance function in Siemens. Prior to Siemens, he worked with Ernst & Young Karachi and Johannesburg offices. Presently, he serves as Chief executive and Director at Redwood Global Services, an outsourcing firm, operating in Karachi with network offices in Singapore and Canada. He has worked with various local and international clients from diverse business industries. He has successfully trained management professionals from 50+ organizations, notably, Bayer Pakistan, PEL, MCB Arif Habib, UBL Fund Managers, Hino Pak Motors, Fauji Fertilizer, Atlas Honda, Venus Pakistan, Telenor Bank, Bank Al Habib Limited, SSGC, Engro Corporation, Engro Polymer and Chemicals Limited, PARCO, Bayer Crop Science, Ontex, etc. Danish also volunteers to serve on board of EDLAB Pakistan.



## Workshop Fees PKR 35,000/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

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