

IBA CEE Presents Workshop on

# FINANCE FOR NON FINANCE EXECUTIVES

December 22 & 23, 2020

Tuesday & Wednesday

9:00 am to 5:00 pm

**COURSE FACILITATOR: ABDUL RAHIM SURIYA**

**COURSE INVESTMENT: 40,000/ + 5% SST /  
PARTICIPANT**

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

Contact: [ceeinfo@iba.edu.pk](mailto:ceeinfo@iba.edu.pk), Tel: (0213) 8104701 (Ext: 1804, 1809, 1812)

## FINANCE FOR NON-FINANCE EXECUTIVES: COURSE 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.

### WHO SHOULD ATTEND:

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

### TOPICS COVERED:

- Importance of Accounting and Finance for Non Finance Managers for business decision making.
- Mastering in reading Balance Sheet, profit & loss account and cash flow statements along with accounting concepts, assumptions & 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, & using same for decision making.
- Analysis of Cash Flow Statements.
- Product cost sheets and role of non-finance professional in product cost reduction and combating competition or sales price constrains.
- Cost concepts & their use for business decision making including concurrent engineering, cost of quality.
- Break Even analyses – for planning a new business and controlling the operations.
- Budgeting – techniques & importance, operating, financial and cash budgeting.
- Effective Management Reporting internal & external
- An overview of Corporate Reporting and matters relating to non-finance executives.
- Case studies

### 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 & management accounting concepts in day to day operating decisions and planning the business models

### TESTIMONIALS:

**FATIMA JAMAL**

**(ASSISTANT DIRECTOR - PUNJAB EDU. FOUNDATION)**

"Trainer was extremely competent and method of delivery was good. The subject was dry but he made it interesting for us. He was open to question and answered up to trainee satisfaction."

**IRFAN HAFEEZ MALIK**

**(HEAD OF SALES, ABBOTT)**

"It was a great experience with IBA-CEE and I think that the course content is marvelous. Course is designed and delivered nicely with the help of case studies. I learned a lot. This will help me in my career as well as in personal life."

## FINANCE FOR NON-FINANCE EXECUTIVES

### COURSE FACILITATOR:

Abdul Rahim Suriya (FCA, FCMA) has over 35 years' experience in Accounting, Auditing, Corporate Finance and Operational Management. He is Visiting Faculty at the IBA, Karachi and NIM. He is also a Professional Trainer on the subject Finance for Non Finance Executives, Corporate Reporting and Corporate Governance.



During the past 16 years, Abdul Rahim Suriya has conducted open -house and in-house specialized training programs for senior executives for a number of leading corporate clients. These programs were designed to cater to the special needs of the clients to achieve higher level of performance and achieve greater corporate synergies. He has conducted workshops in UAE on Advanced Analysis of Financial Statements and Cash Flow Management & a Director's Training Program for a multinational.

Mr. Suriya is also a former President of ICAP, he also served as an elected member of the Council of ICAP from 1997 to 2013 (16 years) and was a member of International Accounting Education Standard Board of IFACÂ from 2003 to 2008 (6 years). He represented ICAP at SAFA for three years from 2011 to 2013. He served as a Financial Management Consultant of World Bank team for ROSC- AA 2016. He has authored a book on "A guide to business decision making". Currently, he is a Partner with Suriya Nauman Rehan n Co., Chartered Accountants. and he is Independent Director on the boards of Allied Engineering Management Company (Private) Limited, management company of Allied Rental Modaraba; UDL Modaraba Management (Private) Limited and also a member for Panel of Experts of the Listing Committee of PSX.

### PAST PARTICIPANTS WERE FROM:

Engro Corporation	Pak-Suzuki Motor Company	Punjab Edu. Foundation	Hino Pak
Ali Gohar & Co.	Lundbeck Pakistan	Pfizer Pakistan Limited	SSGC
Abbott Laboratories	Pakistan Int Container Terminal	K-Electric	TOTAL Oil Pakistan

Contact Us For Early Bird Discount & More Details:  
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