

# Workshop on Financial Acumen for Senior Executives

Finance, Accounting  
& Law

September 26 & 27, 2016  
0900am to 0500pm

## OVERVIEW

Members of a board of directors and senior executives of an organization are primarily concerned with providing strategic direction to a company as well as evaluating past performance and are mainly involved with three types of decisions - Investing Decisions, Financing Decisions and Operational Decisions. In order to make value increasing decisions, executives must have a reasonable grasp of financial matters to enable them to provide financial oversight and foresee the impact of those decisions.

## Who should attend?

Leaders of large companies who are not financial specialists, Senior managers of operations, IT, marketing, HR, production, R&D, legal affairs, and administration

## Learning Outcomes

- Learn how to effectively apply financial analysis techniques,
- Improve effectiveness in communicating with finance colleagues and
- Acquire the power to make decision with financial acumen.

## FACULTY

Moiz Ahmad is a freelance consultant and a Fellow member of the Institute of Chartered Accountants of Pakistan, with extensive experience of conducting management and executive training programs for several large organizations. Moiz brings a wealth of diversified experience and expertise having spent 43 years working for both the corporate and not for profit sector. His previous experience with not for profit organizations includes working at Institute of Chartered Accountants of Pakistan, as Executive Director, Deputy Chief Executive at The Citizens Foundation and Director Finance at IUCN-The World Conservation Union. Moreover in the corporate sector, he has worked with Fauji Oil Terminal and Distribution Company Ltd and Mari Gas Company Ltd (formerly Esso Eastern Inc) as Chief Financial Officer after starting his career at Wellcome Pakistan Ltd and completing his training from A.F. Ferguson & Co. His freelance professional work expertise includes management and human development consulting for educational institutions, running executive training programs, conducting training of Corporate Governance Leadership Skills program modules and teaching at the Institute of Business Administration as a visiting faculty. Moiz has been certified through the “training of trainers” workshops on Corporate Governance Board Leadership and IFC Bank Governance Program. He has completed an Advanced Management Program from the University of Pittsburgh, Managerial Grid program and several other internal and national development programs. He is passionate about human and institutional development and is involved in a voluntary capacity with The Citizens Foundation, The Garage School and was a member of the “Board of Governors” at the Indus Valley School of Art and Architecture.

## TOPICS COVERED

- Business System of Financial Relationships
- Business and Financial Risk
- Financial Reporting and Disclosures
- Managing Operating Funds
- Business Performance Analysis
- Cost of Capital
- Financial Statements in Decision Context
- Dividend and Retention Policy
- Delegation of Financial Authority
- Analysis of financing Choices
- Dynamics and Growth of Business System
- Analyzing investing Decisions

### Workshop Fees PKR 65,000/participant

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

*Experience*

## EXECUTIVE EDUCATION

Center 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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