

# Finance For Non-Finance Executives

## DATE, TIME & VENUE



October 12 & 13, 2021



9:00 a.m. to 5:00 p.m.



City Campus, IBA Karachi / Hybrid

## PROGRAM FEE

**PKR 40,000 + 5% SST / participant\***

*\*Inclusive of course material, IBA certificate, lunch, refreshments & business networking*

## WHO SHOULD ATTEND?

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



# PROGRAM 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.



## COURSE OUTLINE

- 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

## PROGRAM 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

## TAKE THE NEXT STEP

For more information or to apply to this program, visit our website:



[www.cee.iba.edu.pk](http://www.cee.iba.edu.pk)



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.

Irfan Hafeez Malik  
(Head of Sales, Abbott)

## Trainer:

### Abdul Rahim Suriya



(FCA, FCMA) has over 36 years' experience in Accounting, Auditing, Corporate, Finance and Operational Management. He is Visiting Faculty at the IBA, Karachi. He is also a Professional Trainer on the subject Corporate Reporting, and Corporate Governance. under Director's Trainings Program.

During the past 17 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 Company.

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 and was a member of International Accounting Education Standard Board of IFAC from 2003 to 2008. 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 Allied Rental Modaraba and UDL Modaraba

*Guest Speaker: Dr. Muhammad Asif Jaffer, Assistant Professor, IBA Karachi*

*DBA, FCMA, ACCA, MSCS, MA Certified SAP Application Associate*



He will talk on **FinTech** which will cover mainstream technologies that are related to accounting and finance function to suit non finance executives

## APPLY HERE

<https://cee.iba.edu.pk/registration.php>

## DISCOUNTS

10% Discount for 2 or more than 2 participants from the same organization

15% Discount for 5 or more than 5 participants from the same organization

For discount details & sponsorships, please contact CEE Open Enrollment Program Office.

## CONTACT US



Center for Executive Education  
Institute of Business Administration

Phone: (92-21) 38104701

Ext: (1809, 1812, 1808, 1804, 1823)

Email: [ceeinfo@iba.edu.pk](mailto:ceeinfo@iba.edu.pk)

Website: [www.cee.iba.edu.pk](http://www.cee.iba.edu.pk)

Fax: (92-21) 38103008

IBA Karachi (City Campus)

Off Garden Road,

Karachi - 74400

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## PROGRAM POLICIES & PAYMENTS

Registrations are only confirmed when full payment has been received from a participant. For a detailed cancellation policy, please visit: <https://cee.iba.edu.pk/cancellation-policy.php>

The Institute may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, the institute will refund registration fee, but will not be responsible for any other related expenses including cancellation/change charges by airline and travel agencies. The Institute reserves the right to make changes in its program dates, faculty, policies, and fees at any time.

Payment can be made via cheque / bank draft payable to the "Institute of Business Administration, Karachi" at the following address: Center for Executive Education (CEE), IBA, City Campus, Garden/Kayani Shaheed Road, Karachi. For online payments via credit cards: <https://onlinepayment.iba.edu.pk/> (from payment type, please select CEE)