



# Finance for Non-Finance Executives

 October 22 & 23, 2024

 City Campus, IBA Karachi

# 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. 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

The most important **investment** you can make is in **yourself** - Warren Buffett



# Topics Covered

- . Importance of Accounting and Finance for Non Finance Managers for business decision making.
- . 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.
- . 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.
- . Working Capital Management & Capital Structuring.
- . Overview of Project Management.
- . Effective Management Reporting and Risk Management.
- . An overview of Corporate Reporting and matters relating to non-finance executives.
- . Case Study
- . Strategic management
- . Balanced scorecard & implementation of strategy



**30,000+**  
Participants Trained  
Since 2009



**845+**  
Trainings  
Since 2009



**60+**  
Open Enrolment  
Workshops Every Year

## Investment

**PKR 75,000** +5% SST

## Who Should Attend

Experienced non-finance executives, spanning Sales & Marketing, Supply Chain, Production, Engineering, and HR, drive strategic business operations. Their expertise ensures seamless coordination, innovation, and efficiency, contributing significantly to organizational success. These senior and mid-level leaders play pivotal roles in shaping and executing multifaceted business strategies across diverse functional areas.



### Abdul Rahim Suriya

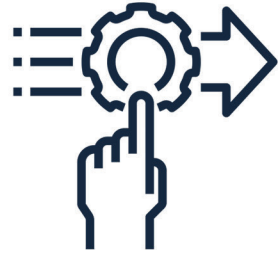
FCA FCMA is a Professional Trainer and Coach .He has over 38 years' experience in Accounting, Auditing, Management Consultancy ,Corporate Finance and Operational Management . He is former President ICAP and has served as an elected member of the Council of ICAP from 1997 to 2013 .

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