

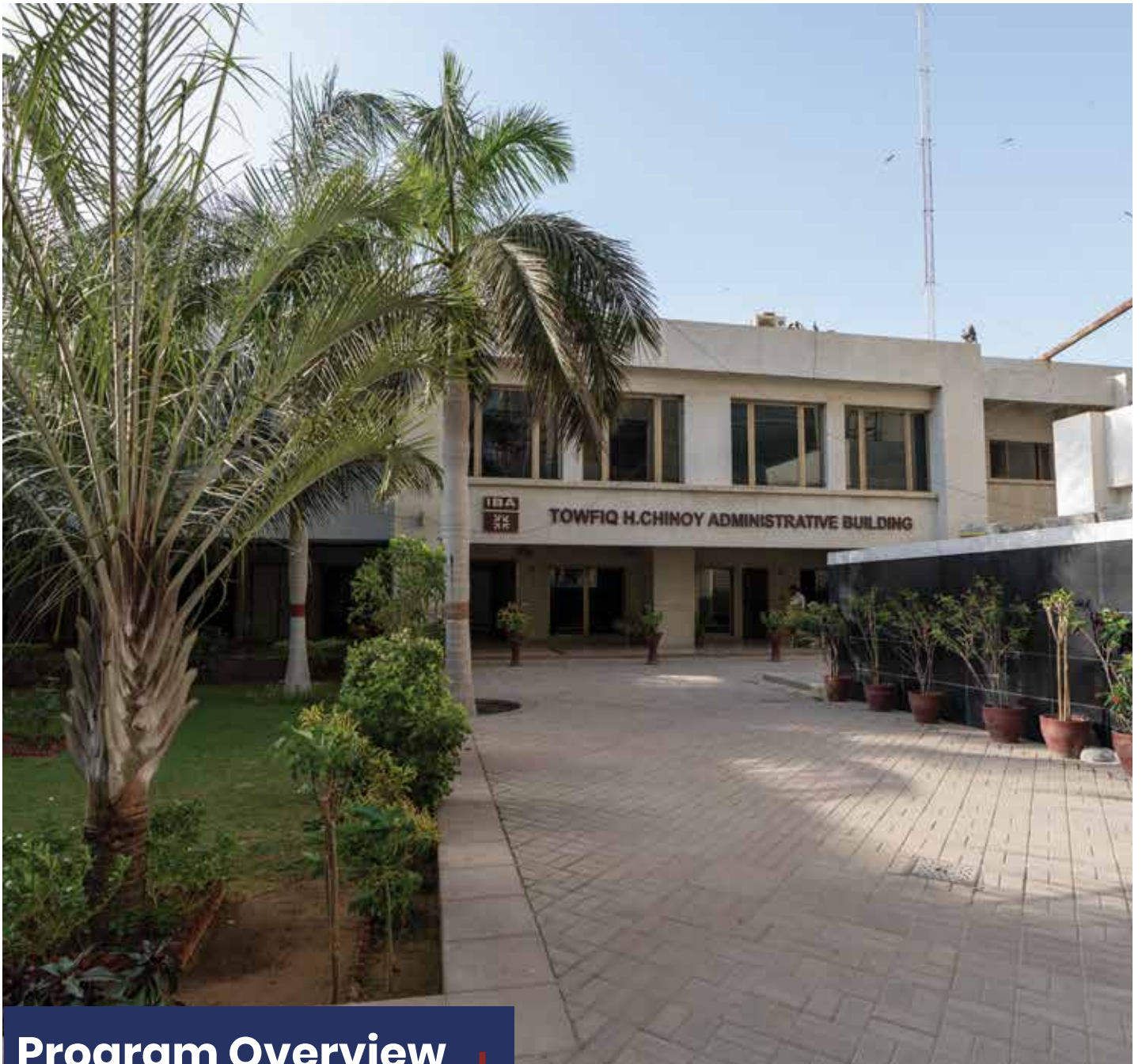
Finance for Non-Finance Executives



June 16 & 17, 2025



City Campus, IBA Karachi



Program Overview

Understanding numbers is imperative in today's highly competitive business world. It is considered a business language and a basis for business decision-making. Accounting is the vehicle that helps management plan and control the business resources. The more important the 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, identifying trends, and studying competitors, thus becoming strategic users of accounting and financial data. The workshop will also encourage participants to analyze financial data themselves and know how to drift financial data from corporate reports.

Course Outline

- Importance of Accounting and Finance for Non-Finance Managers for business decision making.
- Mastering in reading Balance Sheets, Profit, and Loss Accounts, 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 the financial statements to provide basis for evaluating financial and management performance.
- Analysis of Cash Flow Statements.
- Product cost sheets and role of non-finance professionals in product cost reduction and combating competition or sales price constraints.
- 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 and Operating cycle to evaluate working capital management efficiency and determine the size of working capital.
- Capital Structuring.
- Overview of Project Management and Capital Budgeting for Project evaluation and assessing investment in plant & equipment.
- Effective Internal Management Reporting by functional heads eg Marketing , Production Supply Chain, HR, IT.
- An overview of Corporate Reporting and matters relating to non-finance executives.
- Strategic management.
- Balanced scorecard & implementation of strategy.
- Case Study.





PROGRAM LEARNING OUTCOMES

- To remove the 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, and 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.

Trainers Profile



Abdul Rahim Surya

Visiting Faculty, IBA Karachi



Who Should Attend?

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

Fee Structure

PKR 90,000/- (plus 5% SST)



For Registration

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Contact Us



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