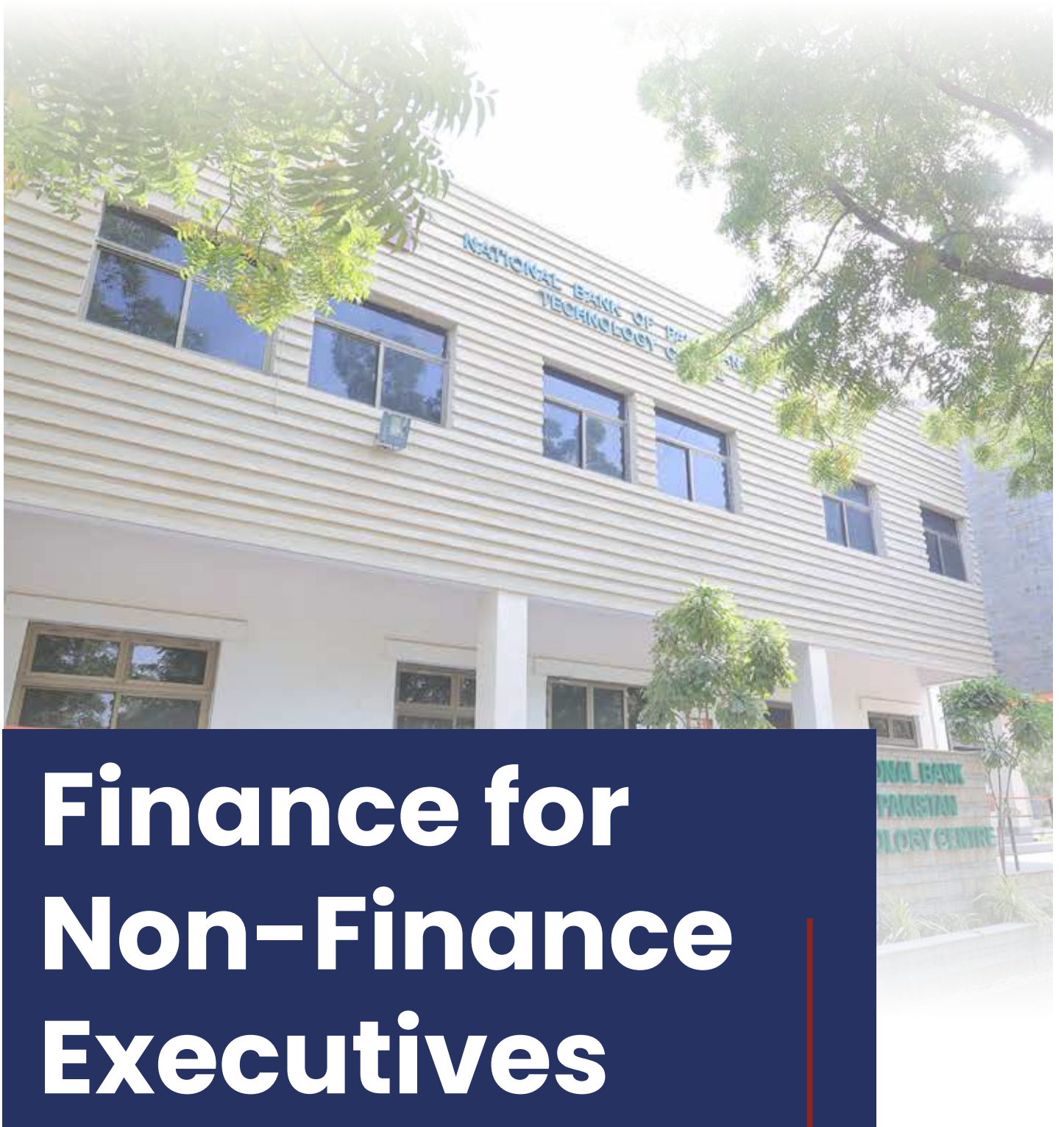
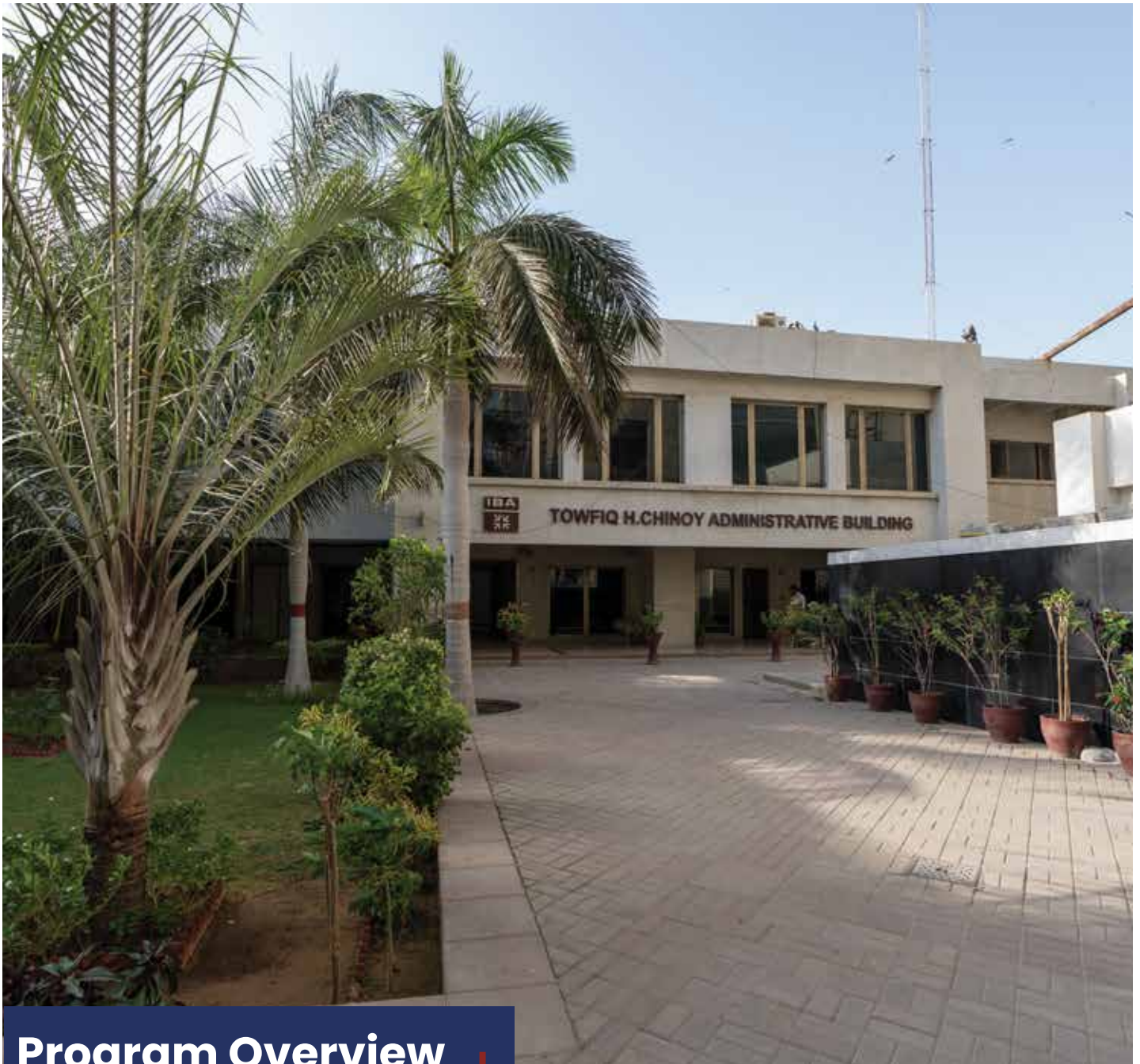




20 & 23 October, 2025



City Campus, IBA Karachi



Program Overview

An understanding of numbers is imperative in today's highly competitive business world. It is considered a business language and the basis for business decision-making. Accounting is the vehicle that helps management in planning and controlling the resources of the business. The more important the decision, the greater the need for relevant information. There are financial implications for each decision a manager takes, even in decisions requiring qualitative aspects.

This workshop provides the requisite basic concepts of finance and accounting, including terminology and assumptions, valuation, financial statements, identifying trends, and studying competitors, and thus helps participants become strategic users of accounting and financial data. The workshop will also encourage participants to analyze financial data themselves and know how to extract financial data from corporate reports.

Course Outline

- Importance of Accounting and Finance for Non-Finance Managers in business decision-making.
- Mastering the reading of Balance Sheets, Profit and Loss Accounts, and Cash Flow Statements, along with key accounting concepts, assumptions, and statutory requirements.
- Understanding how the performance of marketing, sales, production, and inventory management is reflected in financial statements.
- Techniques for the analysis of financial statements to provide a basis for evaluating financial and management performance.
- Analysis of Cash Flow Statements.
- Product cost sheets and the role of non-finance professionals in product cost reduction and combating competition or sales price constraints.
- Cost concepts and their use for business decision-making, including concurrent engineering and the cost of quality.
- Break-even analysis for planning a new business and controlling operations.
- Budgeting — techniques and importance; operating, financial, and cash budgeting.
- Working Capital Management and Capital Structuring.
- Overview of Project Management.
- Effective Management Reporting and Risk Management.
- An overview of Corporate Reporting and matters relating to non-finance professionals.
- Case Study.
- Strategic Management.
- Balanced Scorecard and Implementation of Strategy.





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 performance; how to analyze the information, and how to use it to make informed decisions.
- To enhance decision-making skills by using accounting, cost, and management accounting concepts in day-to-day operating decisions and in planning 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 and marketing, supply chain, production, engineering, and HR.

Fee Structure

PKR 180,000/- (plus 3% SST)



For Registration

**SCAN
HERE**

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