



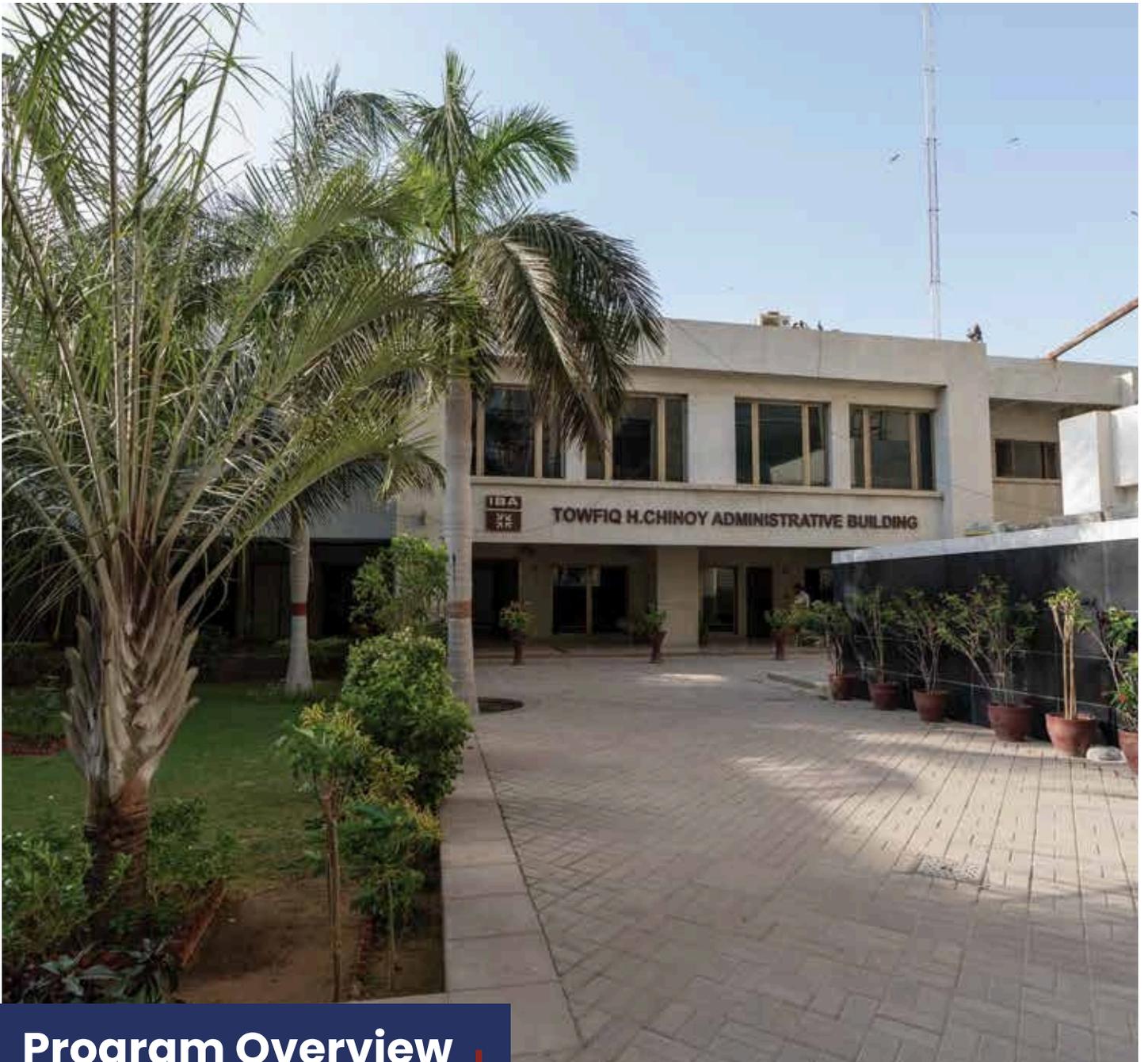
Finance for Non-Finance Executives



June 18-20, 2026



City Campus, IBA Karachi



Program Overview

This program equips managers with a strong foundation in accounting, budgeting, working capital management, and financial reporting, enabling non-finance executives to understand the language of numbers and internal financial processes.

To further enrich the participant experience, we are introducing a three-day focused on financial decision-making. This ensures that beyond accounting literacy, managers gain the ability to apply finance tools directly to business and strategic choices.

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.
- Balanced Scorecard and Implementation of Strategy.
- 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.

Trainers Profile



Abdul Rahim Surya

Visiting Faculty,
IBA Karachi



Dr. Noureen Ayaz

Assistant Professor,
IBA Karachi

PROGRAM LEARNING OUTCOMES

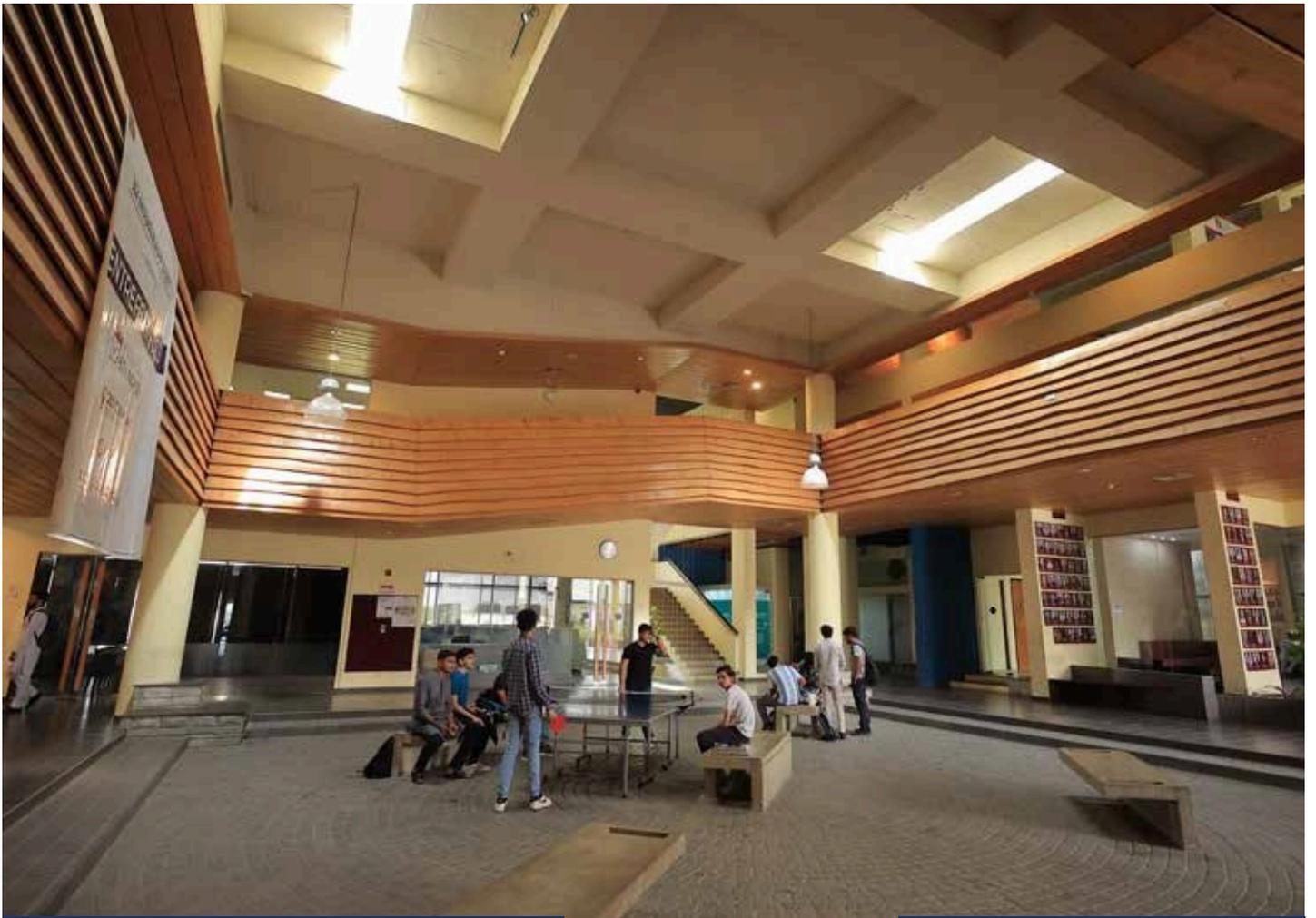
- To remove the fear of accounting and finance and communicate effectively with finance executives.
- To acquire a solid grasp of how information is presented in basic financial statements and monthly performance reports; how to analyze that information, and how to use it to make informed decisions.
- To enhance decision-making by applying accounting, cost, and management accounting concepts in day-to-day operations and business planning.
- To gain confidence in interpreting financial statements (Day 1–2).

What the Additional Day Covers

- Apply the Time Value of Money (TVM) to real business situations such as lease vs. buy and supplier credit terms.
- Use Capital Budgeting tools, Net Present Value (NPV), Internal Rate of Return (IRR), and Profitability Index (PI) to evaluate investment projects.
- Understand the Weighted Average Cost of Capital (WACC) and its role in choosing the right financing mix (debt vs. equity).
- Explore how financing decisions link directly to corporate strategy, growth, and competitiveness.
- Engage in a hands-on group to exercise these tools in a business scenario and present recommendations to a mock board.

Key Takeaways

- Gain confidence in making finance-driven decisions (Day 3).
- Understand how financial metrics impact profitability, growth, and shareholder value.
- Be able to communicate more effectively with finance teams, banks, and investors.
- Walk away with a holistic skillset: Accounting for reporting + Finance for decision-making.



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 135,000/- (plus 3% SST)



For Registration

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