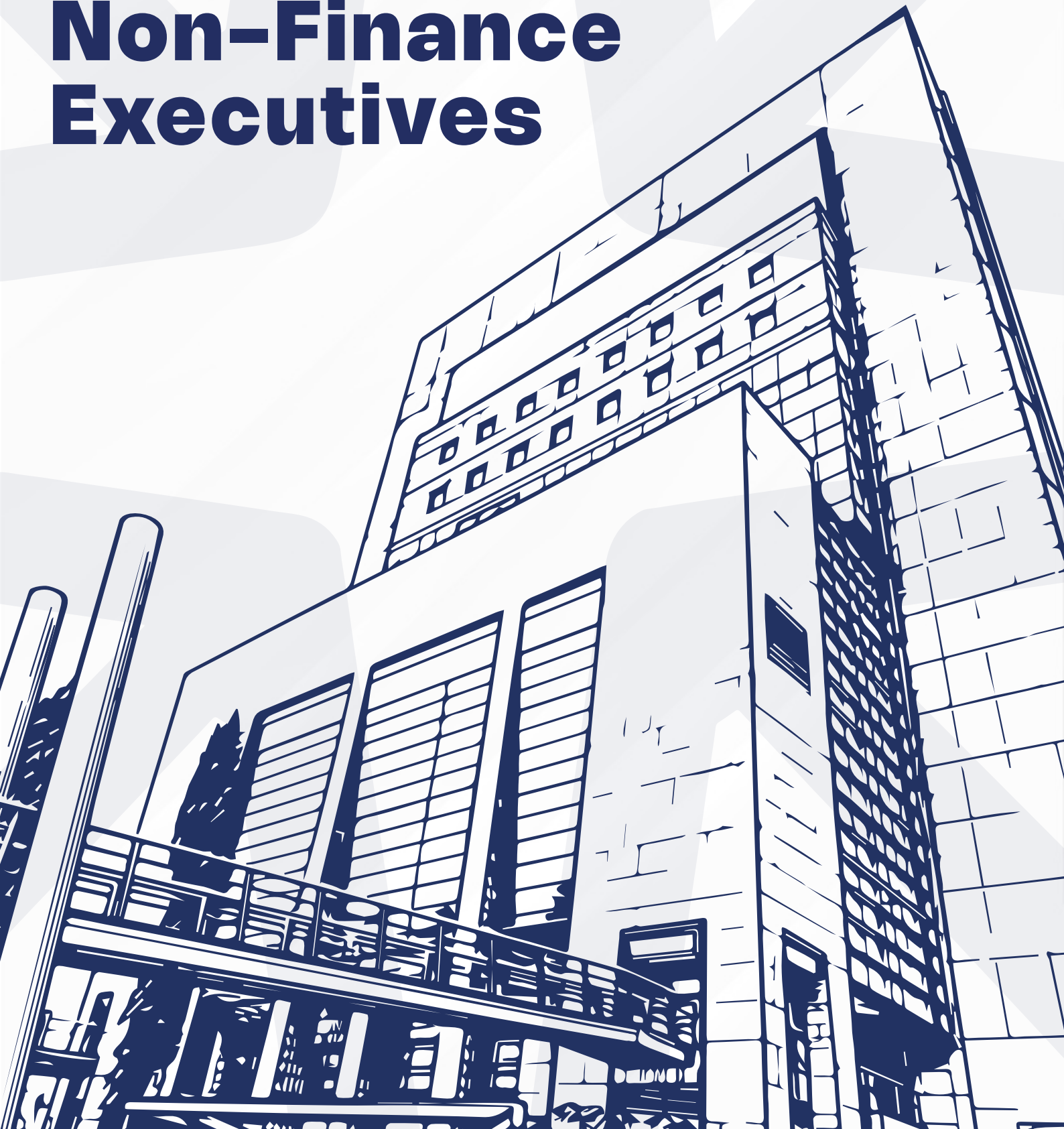


Finance for Non-Finance Executives



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. This workshop provides the requisite basic concepts of finance and accounting, including terminology and assumptions, valuation, financial statements, identifying trends, and studying competitors, helping participants become strategic users of accounting and financial data.

Topics Covered

- 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 evaluate 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

Learning Outcomes

- Remove the fear of accounting and finance and communicate effectively with finance executives
- 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
- 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

Mr. Abdul Rahim Suriya, FCA, FCMA, is a visiting faculty member at IBA Karachi and NIPA. He is also a professional trainer, particularly in finance for non-finance executives, corporate governance including corporate reporting and SOE Act.

He is a Partner at Suriya Nauman Rehan & Co., Chartered Accountants. He is a Past President of ICAP (2009-2010). He served as an elected member of the ICAP Council from 1997 to 2013 and was a member of the International Accounting Education Standards Board of IFAC from 2003 to 2008. He also represented ICAP at the SAFA Board from 2011 to 2013.

He served as the Financial Management Consultant to the World Bank team for ROSC-AA 2016 and has around 40 years of experience in accounting, auditing, corporate governance, and operational management. He has authored a book titled A Guide to Business Decision Making. He also serves as an Independent Director on the boards of several listed companies and NPOS.



DR. NOUREEN AYAZ

Assistant Professor, IBA Karachi

Dr. Noureen Ayaz is an accomplished academician, policy advisor, and executive trainer with over 20 years of experience in higher education, financial policy, and capacity development. She holds a PhD in Finance from the University of Surrey, UK, and an MSc in Financial Economics from Cardiff Business School, UK, both on full scholarships.

She has served as Head of the Policy Division at the Ministry of Planning, Development & Special Initiatives, where she advised the Prime Minister's Office under the China-Pakistan Economic Corridor (CPEC) and led initiatives on financial sector integration, innovative financing, and investment policy reform.

Dr. Ayaz trains in areas including Finance for Non-Financial Managers, Capital Budgeting, Public Financial Management, Project Finance, Financial Markets, and Macroeconomics & Financial Policy. Her sessions combine analytical rigor with practical insights, enabling professionals to make informed financial and policy decisions.

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/- (+ 3% SST)



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