Workshop on
Finance for Non-Finance Executives

PROGRAM OVERVIEW
Understanding of accounting 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 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 has ultimately financial impacts. This workshop provides awareness of 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.

Benefits
✓ 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

Testimonials
Mr. Shakeel Mapara
Head of HR, Sanofi Aventis

"You are not just a good leader but also a good trainer! I am glad you are transferring your practical experience of using accounting for business decision making"

Mr. Kaleem Ahmad
Manager-Legal & Company Secretary Engro Fertilizer Ltd.

"The pleasure of making your acquaintance was all mine. It was a good learning experience, greatly enhanced by your clarity and effectiveness in breaking down and explaining concepts"

Mr. Imran Majeed
Product Manager- Lunbeck

"I would like to thank you for giving us, I had heard about you and this course before, but I really find it very effective and"

TOPICS COVERED
✓ 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
✓ Importance of Product cost sheets and role of non-finance professional in product cost reduction and combating competition or sales price constrains
✓ Break Even analyses- how it helps in planning a business and controlling the operations
✓ Working Capital Management
✓ Capital Structuring
✓ Cost concepts & their use for business decision making
✓ Effective Management Reporting and Risk Management
✓ An overview of Corporate Reporting and matters relating to non-finance executives.

WHO SHOULD ATTEND
Non-finance executives who are involved in the operations including: Sales & Marketing, Production, HR, Supply Chain & Engineering etc.

TRAINERS’ PROFILE
Abdul Rahim Suriya
He is a Fellow Member of the ICAP and the ICMAP. He has over 28 years’ experience in Accounting, Auditing, Corporate Finance and Operational Management. He is a Visiting Faculty at the Institute of Business Administration (IBA). He is a certified Director from Pakistan Institute of Corporate Governance. He is also trainer for ICAP & ICMAP on the subject of “Corporate Reporting” under Directors training program. During the past eight years, Abdul Rahim Suriya has conducted specialized training programs and seminars for senior executives for a number of leading corporate clients which include MNCs and National companies in Sectors including Pharma, Fertilizer, Insurance, Banks and Service. He has so far conducted over 80 workshops both in-house and open-house. He has also authored a book “A Guide to Business Decision Making”. He is also running an Audit firm A R Suriya & Co.

WORKSHOP FEES
PKR 25,000/participant
Inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments, Group Photograph & Business Networking.

Discount Policy
*10% Discount for 2 or more than 2 participants from the same organization
**15% Discount for 5 or more than 5 participants from the same organization

For Registration:
Tel: (021) 38104700 Ext: 1801, 1804, and 1805
Fax: (021) 38103011
Email: ceeinfo@iba.edu.pk
Address: CEE, Institute of Business Administration, City Campus: Garden/ Kayani Shaheed Road, Karachi – 74400.
Join us: facebook.com/groups/ceeinfo.iba