Financial Acumen for Non-Financial Executives

Mar 25-26, 2020
Developing financial acumen is critical for all managers regardless of their function in an organization. After all, when it comes to deciding how well a management team has performed, a few key financial measures (ROI, NPV, EVA, EBITDA etc.) seem to have the final say. Consequently, a management team that is unmindful of these financial measures may end up destroying value for their firm rather than creating it. But often, non-financial managers lack even a basic understanding of simple financial concepts.

As a result when conversations drift to financial and accounting matters in executive meetings, non-financial managers shy away from participating in discussions and sharing their professional insights. It often happens during the discussions on budget proposals and project financials.
Key Takeaways

After attending this program participants:

• Develop basic accounting knowledge.
• Demystify the use and value of the “three” basic financial statements.
• Comprehend and acquire techniques for drawing meaningful information from reported financial numbers for better managerial decision making.
• Learn and apply concepts of Time Value of Money.
• Acquire skills to make basic investment decisions at personal and business levels.
• Explore the concept of value in finance and learn to make value creating decisions in business.
• Discover capital budgeting techniques for analyzing and executing project investment decisions.
Target Audience

The programme is designed to equip non-financial managers with management skills that enable them not only to engage in conversations related to core financial matters but also to conduct basic financial analysis themselves.

Learning Methodology

Use of diverse learning methodologies like interactive lectures, exercises, case studies, presentations and group activities, to ensure maximum learning.

Coverage

DAY 1
The program begins with developing a basic understanding of financial statements. With concrete examples and insightful analogies, the module gradually builds a clear comprehension of major financial statements, their contents and structures. Once the participants have become familiar with the financial reporting side, they are able to analyse the numbers from a management perspective.

DAY 2
Here the program focuses on techniques for creating value for the business in long-term decisions. Beginning with the basics of time value of money, the key concepts used in business valuation are developed. Eventually the program narrows on more complex capital to budgeting situations. Here participants learn standard project evaluation techniques for effective decision making for project investment.
Dr. Zeeshan Ahmed
Dean, KSBL
Associate Professor, Finance & Accounting
PhD, Mississippi State University, USA
CFA, MBA (IBA Karachi)

Dr. Zeeshan has over 20 years of diverse experience in teaching, training, consulting and research. After completing his MBA from IBA Karachi, he worked as a management consultant with Ferguson Associates, an affiliate firm of PricewaterhouseCoopers. Completed his Ph.D. from Mississippi State University, US in the discipline of Finance. Professionally, he is a CFA and has also passed all CPA examinations – the two most respected professional qualifications in Finance and Accounting respectively. Prior to joining KSBL, he was heading the undergraduate program at Suleman Dawood School of Business, LUMS.

Dr. Zeeshan believes in inspiring a culture of personal excellence at workplace as a means of productivity, job satisfaction and work-life balance. He strongly believes in journey towards personal victory and propagates that in order to thrive, a person has to go out, harness his skills, and strive. He believes that an overall ethos of personal excellence entails an overall cultural change, a positive mindset, trust, credibility and nurturing leadership.

His research interests include: Personal Excellence, Business Ethics, Leadership, Financial Reporting, Corporate Finance, Islamic Finance, Microfinance, and Capital Markets.
Dr. Tariq Bashir is an Associate Professor of Accounting and Finance at KSBL. He holds a PhD from Washington University, MSc from London School of Economics (LSE), MBA from University of California, Los Angeles (UCLA) and Bachelors from California University, East Bay.

He has a long and distinguished record of academic scholarship, educational leadership and commercial experience. He has taught at a number of leading international universities including Queen Mary (University of London) and LSE. He has also been serving as a visiting faculty member at many European institutions as a guest speaker and lecturer.

Moreover Dr. Tariq has designed impactful academic curriculums and training programmes. Besides his diverse contribution in improvement of academia, he has also set up the Finance Research Centre in Corporate Performance.

Dr. Tariq is also renowned for his wide consultation in globally existing commerce & non-profit organisations, including Blockbuster, Woolworths, Austin Reed, Ford, British Home Stores along with The UK Open Learning Foundation. Furthermore he has also played a vital role in boosting a number of businesses in Eastern Europe as they transitioned from a controlled to a free market economy. Dr. Tariq is also a part of Mc Graw Hill institute as an author and a book reviewer. He encourages conventional thinking in the 21st century.
**Investment**
Rs. 60,000/-

**Date**
Mar 25 - 26, 2020

**Time**
9:00 am to 5:30 pm

**Venue**
Karachi School of Business & Leadership

KSBL reserves the right to make changes in the program, policies, dates and fee at any time.

**Contact**

UAN: (92 21) 111-11- KSBL (5725)
PABX: (92 21) 34867013, 34855382 Ext: 716, 558
Mobile: (92 333) 2161255  (92 302) 8222016
Address: National Stadium Road, Opp. Liaquat National Hospital, Karachi – 74800

execed@ksbl.edu.pk
www.ksbl.edu.pk