

FINANCIAL ACUMEN FOR NON-FINANCE EXECUTIVES

Nov 23-24, 2022

Financial education is more valuable than money – Mac Duke

PROGRAM OVERVIEW

A business strategy cannot be effective unless managers from various functional areas truly understand its implications in financial terms. This 2-day program is developed to enable executives from non-finance backgrounds to acquire a good understanding of finance. It aims to train them in concepts that enable them to make better decisions for better financial health of their teams, departments, or organizations. The program also trains managers to understand how business decisions may be read in financial statements and coaches them to be better at resource allocation.

This robust 2-day program enables participants to make better personal and professional decisions for optimal financial outcomes. Translating financial concepts and developing the ability to see the business implications of numbers is a key takeaway of this course. This program is designed for aspiring professionals who wish to acquire management skills enable them to not only engage in discussions related to core financial matters but also conduct basic financial analysis themselves. With the use of diverse learning methodologies such as interactive lectures, exercises, case studies, presentations and synergies, this program aims to ensure maximum learning of its participants. Alongside the case-method pedagogy grounded in the local environment, the program also uses lab tutorials for hands-on learning from real-world case data.

COVERAGE AREAS



Understanding
Financial
Statements



Creating Business
Sense of
Financial Information



Accounting for
Organizational
decision Making



Assessing
Financial Health
of a Firm



Creating Budgets
and their
Financial Outcomes



Accounting Analytics
for Investment
Decisions

LEARNING OUTCOMES

- To apprehend how their decisions impact financial performance of the organization
- To analyze financial reports to arrive at well informed decisions
- To be able to create budgets and improve financial efficiency of their firm
- To enable them to discuss pertinent financial matters amidst finance managers/stakeholders in their organization

TARGET AUDIENCE

Non-financial executives from all business and management areas

LEAD FACILITATORS

Dr. Ahmad Junaid

Dean of the Faculty of Management Sciences,
Associate Professor Finance & Accounting,
PhD Finance, I.A.E, Graduate School of Business, France
MS Finance, I.A.E, Graduate School of Business, France
<https://www.ksbl.edu.pk/faculty-profile/Dr-Ahmad-Junaid>

Dr. Tariq Basheer

Professor Accounting & Finance
PHD, Washington University, USA
MBA, Anderson School of Management, USA
<https://www.ksbl.edu.pk/faculty-profile/dr-tariq-basheer/>

INVESTMENT

Rs. 60,000
(excl taxes)

DATE

Nov 23-24, 2022

TIMINGS

9 am to 5:30 pm

VENUE

KSBL Campus

CONTACT

KSBL Executive Education
National Stadium Road, Opp. Liaquat National
Hospital, Karachi – 74800
UAN: (92 21) 111-11- KSBL (5725)
Ph: (92 21) 928771999 Ext: 716, 336
Mobile: (92 333) 2161255 | (92 333) 0937935
execed@ksbl.edu.pk | www.ksbl.edu.pk