

# FINANCIAL ACUMEN FOR NON-FINANCIAL EXECUTIVES

TBA

## PROGRAM OVERVIEW

A business strategy would not be the best without understanding the implications and impacts in financial terms. This course is developed to enable executives from non-finance background to develop financial acumen so as to get greater understanding of financial impact of their work, and to understand the implications of various decisions on company financials. The program strives to achieve this by introducing the knowledge of critical financial principles so as to impact the critical decisions in a positive way through an eye of finance. This course is set to fulfil requirements of managers from non-finance functions to expose them to financial insights for decision making purpose by developing financial acumen.

## COVERAGE AREAS

Translating financial concepts and developing the ability to see the business implications of numbers is a key outcome of this course, which aims to help participants:

- Understand how their decisions impact financial performance of the organization
- Analyze financial statements to arrive at better informed decisions
- Create budgets and improve financial efficiency of their function
- Discuss relevant financial issues with finance managers/stakeholders in their organization

## LEARNING OUTCOMES

- Understanding financial statements
- Making business sense of financial Information
- Accounting for managerial decision making
- Assessing financial health of a firm
- Making budgets and their financial Impact
- Accounting analytics for investment decisions
- Financial Analysis for decisions making

## LEAD FACILITATOR

**Dr. Tariq Bashir**

Professor Accounting & Finance  
KSBL

## WHO SHOULD ATTEND

Non-financial managers with management skills to who wish to engage in conversations related to core financial matters & also conduct basic financial analysis themselves.

## LEARNING METHODOLOGY

Interactive lectures  
Exercises  
Case studies  
Presentations  
Group activities

## INVESTMENT

**RS. 50,000**  
(excl taxes)

**DATE**  
TBA

**TIME**  
9 AM - 5:30 PM

**VENUE**  
KSBL

ational Stadium Road, Opp. Liaquat, National Hospital, Karachi