

Business Decision Making Through Managerial Accounting

For Non-financial Executives



5 - 6 January 2010
Karachi Marriott Hotel
09:00 am to 05:00 pm

Course Facilitator:



Abdul Rahim Suriya
FCA, FCMA

Abdul Rahim Suriya is a fellow member of the Institute of Chartered Accountants of Pakistan and the Institute of Cost and Management Accountants of Pakistan.

He has 25 years of post qualification experience in the field of Accounting, Auditing and Operational Management. He is a Council Member of the Institute of Chartered Accountants of Pakistan and was member of International Accounting Education Standard Board of International Federation of Accountants from 2002 to 2008.

He is engaged in teaching and training assignments at IBA, NIPA and PICG.

Abdul Rahim has served a number of national and international reputed organizations including a pharmaceutical company for over 18 years in different positions including Executive Director. At present he is running his own firm under the name of A.R. Suriya & Co., Chartered Accountants.

Abdul Rahim has also authored a book "A Guide to Business Decision Making".



Overview

In the modern world, accounting is considered as a business language and a basis for decision-making. The traditional accounting work of transaction processing and reporting are taken over by computers.

Financial Accounting does not provide information as a guide to more efficient conduct of the business. Management needs much more detailed information than the financial accounts disclose.

Managerial Accounting helps Management in planning and controlling the resources of the business, and is considered as an integral part of the strategy process and Management Information System. Management Accounting analysis data to provide information as a basis for managerial actions such as pricing the product, introduction of new products, sales mix decision, selection of new territories, discontinuation of products, maximization of plant capacity, utilization of other resources and contract manufacturing / marketing options.

Decision Makers often use the management accounting information to develop sound business plans: the more important the decision, the greater the need for relevant information. Therefore it is imperative to understand concepts of managerial accounting in today's highly competitive business environment by all senior level executives.

Course Benefits

The participants will find this course essential for enhancing decision-making skills and evaluating various business options to meet the challenges of an organization. This will further facilitate them in making their operations cost effective and to ensure maximum utilization of available resources.

Who Should Attend

This two-day workshop is beneficial for non-finance managers and executives having the responsibilities of Marketing, Strategic Planning, Inventory Control, Plant Management etc. and for all others who want to get basic knowledge of the Management Accounting.

The session will be conducted using jargon-free user-friendly language.
Prior knowledge of accounts and finance is not necessary.

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Course Contents

- Review of Basic Accounting Knowledge
- Cost concepts
 - * Product Vs. Period cost
 - * Direct Vs. Indirect cost
 - * Fixed & Variable cost
- Marginal costing for management
- Break even analysis
- Job order costing for service industry
- Decision Making Models using Management Accounting techniques
- Product wise Profitability Analysis
- Case Study

What people say about Abdul Rahim Suriya

"I found the trainer very informative and he explains the subject with practical examples".

Royal Bank of Scotland

"A trained and knowledgeable trainer".

Coca Cola Beverages Pakistan Limited

We are a business information firm and during the last 2 years of our operations we have managed and organized events of various calibers with over 2500 delegates, about 100 Pakistani and international speakers and 75 sponsors, and supporters. Among our more recent events was the MAP Conference in collaboration with Management Association of Pakistan in November 2009. Previous events include MIT Entrepreneurship Conference, Entrepreneurship 09 Conference in August which was held in collaboration with MPPF, the Human Capital Management Conference in Karachi and Lahore in April and July this year respectively, the Women in Leadership & Business Conference (WIBCON '09) in collaboration with Pakistan Society for Training & Development in March, the Compensation & Benefits Day in June '09 and others.

We also organized the 11th Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured. Terrabiz is producing another international conference for MAP on 18 November in Lahore. Boeing and many other foreign and local business groups will be participating in that. Terrabiz manages road shows for Central Depository Company (CDC) in Pakistan. As part of our operations, we also facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, ABN AMRO Bank, HSBC Bank, Saudi Pak Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro, Coca Cola Beverages, Central Depository Company, HUB Power Station and Aga Khan University.

In February 2010, we will be organizing the Marketing Conference & Exhibition in which BTL & ATL marketing firms will be showcasing their services and products, along with top-most corporate speakers from the sector sharing their thoughts and ideas on various aspects of marketing activities.

Workshop Investment:

Rs. **14,500/-** per participant

Group Discount

Every 4th participant from the same organization is **FREE**

For Registration Contact:

● Akbar Aqil:

E-mail : akbar.aqil@terrabilzgroup.com
register@terrabilzgroup.com

Cell : +92 321 278 1000 & +92 300 213 38 49

Phone : +92 21 3455 0431 & 3455 0319

Fax : +92 21 3455 7264

● Send your cheque in favour of

"**Terrabilz**" to: Murad Hassan

Suite # 403, Shahwar Trade Centre,

Above Standard Chartered Bank, Allama Iqbal Road branch,

P.E.C.H.S, Block 2, Karachi, Pakistan.

Tel: +92 21 3455 0319, 3455 0431

Cell: +92 300 922 0647, +92 321 278 1000