

Finance *for* Non-Finance Executives



14-15 February 2011, Karachi Marriott Hotel
21-22 February 2011, Royal Palm Golf & Country Club, Lahore

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Finance for Non-Finance Executives

Course Overview

Busy managers and professionals do not have the time to process large quantities of information or to ponder over complex diagrams, models and formulas. That is why we strive to simplify the complex as much as possible.

In the competitive world of global business in the 21st century, executives at all the levels need to develop a good appreciation of financial reports, as well as the fundamentals of business valuation and the creation of shareholder value.

You may be expert in your own technical or business field, but if you're given a position of greater responsibility where understanding and talking the language of finance becomes a significant part of your job, you need to be adequately equipped to communicate in that language.

This workshop is an intensive two-day program. It blends broad financial principles with practical necessities like understanding and analyzing financial information and reports, communicating with CFOs and applying financial strategies to business investments.

The course is also designed to ensure active participation in the session and practical group case studies. The participants are encouraged to relate the concepts with their practical work issues, discuss them and benefit from the peer experiences. Financial statements of real life companies are used as case studies.

You'll also be able make better business decisions with the right financial skills.

Why this Course?

This seminar provides you with the practical principles, tools and techniques of modern finance and accounting that are vital to the success of professionals and decision-makers, both in the public and private sectors, in large, medium and small organizations. You will be involved practicing on real-life problems. The focus is on analysis, interpretation, and use of financial information, to make informed and sound decisions, based on facts, in today's complex environment. You will specifically gain the practical knowledge and skills required to:

- Understand the terms and principles of finance and accounting including key ratios for measuring productivity, stability, liquidity and profitability, and the foundations of the standards and rules of generally accepted accounting principles (gaap)
- Analyze, interpret and explain income statements and balance sheets, in plain language
- Address your management concerns about risk assessing proposals
- Articulate your rationale for scarce-resource allocation, particularly when facing intense competition
- Use more rigor to persuade your stakeholders to fund projects and operations
- Improve your planning, budgeting, control and evaluation skills
- Maximize effectiveness and efficiency by managing the performance drivers that count
- Gain financial insights to resolve problems you face every day
- Reduce dependency on finance professionals.

Course Contents

Module 1: importance of accounting and business finance

- Accounting is a business language, skill & basis to decision making
- Accounting flow a-z
- Financial accounting vs management accounting

Module 2: reading & understanding: with live example

- **Principles, concepts and assumptions in accounting**
- Profit & loss account - structure, form & content
- Accrual accounting & revenue recognition
- Understanding depreciation
- **EBITDA and other measures of profitability**
- Structure, form and content of the balance sheet
- Valuation issues when recording short & long term assets
- Liabilities – recording, measuring and recognizing
- What is equity
- Financial capital, intellectual property & intellectual capital
- Book values vs. Real world values

Module 3: Effective cash flow management – 'Cash is King'

- Profit vs cash surplus – why different
- Reading ability of cash flow statement
- Cash cycle – how it moves
- Building a cash forecast
- Cash flow with receivable, payable and inventory management
- Sustaining the business through cash flow management



Take away

- Learn the finance language to communicate more effectively and to get capable of asking wiser and relevant questions
- Develop analytical skill
- Focus on bottom line
- Understand the due role
- Appraising business values.

Designed for

Non Financial Executives who are working as Directors, General Managers and Executives and handling functional areas like operation, planning, production marketing, products inventory management.



Course Contents Cont.

Module 4: Evaluating & analyzing financial data

- Horizontal & Vertical analysis
- Measuring corporate profitability & liquidity with ratio
- How business is financed – debt vs equity
- Financial benchmarks
- Financial Health Score
- Non-financial consideration in decision making

Module 5: Information disclosure, transparency and governance

- Responsibility and fiduciary role of senior management
- Corporate governance & ethics – an overview
- Transparency in annual report & its responsibility
- Disclosure of information in financial statements and annual report

Module 6: Cost information for business – decision making & performance evaluation

- Marginal costing – a tool for internal management
- Breakeven analysis
- Cost concepts – opportunity cost, differential cost and sunk cost
- Developing selling prices for manufacturing & service industry

Module 7: How to decide for capital investment?

- The cost of capital
- Risk & return
- Investment appraisal & capital budgeting techniques
- Payback, IRR and other valuation methods
- Decision making using the NPV rule

Module 8: Exercises & mini case studies

Testimonials

I was deeply impressed by the quality of presentation and found it extremely lucid, information and educative.
Sirajuddin Aziz, President, Bank Al Falah

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.
Shakeel Mapara, Head of HR, Sanofi Aventis

Thanks a lot for teaching us so passionately and keeping us energetic through sharing practical examples and also through your wits and jokes.
*Lt Cdr Ali Ahmad PN
Instructor Weapon Engineering School
PNS Karsaz*

Above all this course made me read an Annual Report analytically and gaved me awareness of what to look for, where and what the various terms mean. In short, I am now able to finally read between and beyond the lines.
*Faisal Jalal
General Manager Sales and Supply Chain
Thal Engineering*

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Course Director

Abdul Rahim Suriya

FCA, FCMA



Abdul Rahim Suriya has served a number of national and international reputed organizations including a pharmaceutical company for over 18 years in different positions including Executive Director.

He is a professional trainer for guiding non-finance executives to use accounting information for business decision making with a speciality of removing their fear of finance. He has so far conducted over 40 workshops both in-house and open-house.

Abdul Rahim Suriya is the Past President and fellow member of the Institute of Chartered Accountants of Pakistan (ICAP) and the Institute of Cost and Management Accountants of Pakistan (ICMAP). He has 25 years of post qualification experience in the field of Accounting, Auditing and Operational Management. He is a member of International Accounting Education Standard Board of IFAC for 2002 - 2008.

At present he is running his own firm under the name of A.R. Suriya & Co., Chartered Accountants. He has also authored a book "A Guide to Business Decision Making".

SAVE TIME AND MONEY WITH IN-HOUSE TRAINING

In-house training is an efficient and cost effective way to ensure that your employees are equipped with the knowledge and skills needed to make a real impact in your organisation.

Abdul Rahim Suriya has conducted In-House workshops for SGS, Sui Southern, Pakistan Refinery, Allied Bank, Sanofi Aventis, Fauji Fertilizers, New Hampshire Insurance, Internal Audit & Valuation Dept of Customs and few others. Training can be arranged for anything from small groups to entire divisions and will take place at a time chosen by and convenient to you. For onsite customized programs by

Abdul Rahim Suriya Please contact **Tanvir Hussain**

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Workshop Investment:

Rs. 16,500/- Per Participant

*Early Bird Discount: (Before 1st Feb 2011)

Rs. 15,500/- Per Participant

*Every 4th Participant from the same organization will attend

FREE

Includes course ware, Terrabilz certificate, lunch, refreshments and business networking.

*Discounts are mutually exclusive

TerraBiz
Training | Conferences | Exhibitions

We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more recent event are the Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabilz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabilz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

Terrabilz Human Capital Management Conferences which were held in Karachi and Lahore in April'09 and July'09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabilz has also organized some events with Google Pakistan.

Terrabilz was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly 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, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, 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, RBS, HSBC 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 Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

Registration Note:

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledge by Terrabilz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabilz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, Terrabilz reserves the right to cancel or postpone the event.

Send your cheque in favor of "Terrabilz"
to **Murad Hassan**

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For Registration

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