



# **FINANCE FOR NON-FINANCIAL EXECUTIVES**



JAN 25-26, 2022

# OVERVIEW

A business strategy would not be the best without understanding the implications and impacts in financial terms. This program will enable executives from non-finance backgrounds to develop the financial acumen and understanding of the business impact of their work.

This program aims to help participants to:

- Understand how their decisions impact the financial performance of the organization
- Analyze financial statements to arrive at better-informed decisions
- Be able to create budgets & improve the financial efficiency
- Enable them to discuss relevant financial issues with finance managers/stakeholders in their organization
- Understand the implications of various decisions on company financials

## KEY TAKEAWAYS

- 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

## TARGET AUDIENCE

This program is designed to equip the non-financial managers with the skills that enable them to engage in conversations related to core financial matters and also to conduct basic financial analysis themselves

## LEARNING METHODOLOGY

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



# LEAD FACILITATOR

## DR. AHMAD JUNAID

Associate Professor Finance & Accounting, KSBL  
PhD Finance, I.A.E, Graduate School of Business, France  
MBA Finance, I.A.E, Graduate School of Business, France  
<https://www.ksbl.edu.pk/faculty-profile/Dr-Ahmad-Junaid>

## INVESTMENT

**Rs. 70,000**  
(excl. taxes)

## DATE

**Jan 25 - 26, 2022**

## TIMINGS

**9:00AM - 5:30PM**

## VENUE

**KSBL**

## CONTACT

National Stadium Road, Opp. Liaquat National Hospital,  
Karachi – 74800

UAN: (92 21) 111-11- KSBL (5725)

PABX: (92 21) 34867013, 34855382 Ext: 716, 558

Mobile: (92 333) 2161255

[execed@ksbl.edu.pk](mailto:execed@ksbl.edu.pk) | [www.ksbl.edu.pk](http://www.ksbl.edu.pk)