



LUMS

Raising Executive  
Development Centre

# FINANCE FOR NON-FINANCIAL MANAGERS

## KARACHI

May 28 - June 1, 2024

Suleman Dawood  
School of Business

# FINANCE FOR NON-FINANCIAL MANAGERS

**Finance for Non-Financial Managers (FNFM)** equips you with essential concepts to understand and predict the financial implications of your managerial decisions. The programme provides a framework to help interpret and analyse financial statements and understand how business decisions are reflected in financial reports. You will master analytical techniques for project analysis, learn to allocate resources more optimally and understand financial markets and their role in capital raising and monitoring.

**FNFM** is an intensive 5-day programme, the extended duration of the programme ensures a wide-ranging topical coverage and follows a hands-on experiential format. The programme dedicates time for conceptual learning as well as application through exercises and project work. This unique format has been helping managers in strengthening their analytical and planning skills essential for evaluating and making informed decisions.

## WHO SHOULD ATTEND

The programme is designed for managers responsible for functional areas such as Operations, Finance, IT, Marketing, Production, Human Resources, Law and Government Affairs. Managers with some financial background who would like to refresh their understanding of the essential concepts can also attend.

<b>Programme Date:</b>	<b>May 28 - June 1, 2024</b>
<b>Programme Fee:</b>	<b>PKR 160,000</b>
<b>Residential Fee:</b>	<b>Not Applicable</b>
<b>Venue:</b>	<b>Marriott Hotel, Karachi</b>

## BENEFITS

**By the end of the programme, participants will learn to;**

- Enhance your ability to read, interpret and use accounting data
- Evaluate key financial indicators/ratios and financial statements to assess the financial health and performance of companies
- Prepare the cash flow statements and analyse how cash influences business growth, profitability and investment decisions
- Understand the time value of money and its application in professional and personal decisions
- Estimate the value of bonds and stocks
- Evaluate the capital need of a company and choose among varied financing sources to optimise the capital cost of a company
- Assess and determine the viability of different investments through capital budgeting
- Understand the critical linkages between the financial and business strategy for optimal organisational performance

*“FNFM has completely changed my perception of the business. A must-take programme for all as it is instrumental in making business decisions. The programme has brought together empowering sessions that add immense value to your learning and professional outlook. The programme instils core concepts through intense deliberations and group work, enabling you to understand and control the factors that will eventually affect you and your business.”*

**Ismael Abdullah, Sapphire Finishing Mills**

## PROGRAMME DIRECTOR

### ***SYED MUBASHIR ALI***

Associate Professor, Accounting and Finance  
PhD, University of Manchester

#### **Research Interests:**

Corporate Finance; Privatisation Policy; Regulation of Utilities; Financial Institutions & Markets and Social Enterprise



## PROGRAMME FACULTY

### ***ASAD A. ALAM***

Associate Professor  
MBA, University of Wisconsin-Madison

#### **Research Interests:**

Entrepreneurship; Extensive Research Experience in Business Growth Strategies; Business Development and Private Equity Funding



### ***SYED HASHIM MAHMOOD ALI***

Adjunct Faculty, SDSB  
Chief Product Officer/Co-Founder Muawin Financial Services  
MS, Finance George Washington University, CFA

#### **Research Interests:**

Credit, Startups, Financial Markets, Private Equity



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## TERMS AND CONDITIONS

### ADMISSION PROCESS

Applications will be screened with regard to the suitability of the individual participant profile for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at

<https://redc.lums.edu.pk/programme-calendar>

\*Seats in the programme will be reserved on a first-come, first-served basis.

### PROGRAMME FEE

The fee includes tuition costs, reading material, tea and lunch served during the programme.

### PAYMENT

Payment is due upon receipt of the acceptance email/letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee. Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank- Limited (UBL) branch against the programme voucher.
- 1BILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found.
  - Please enter the assigned six-digits 1BILL LUMS identifier (prefix) followed by 13-digit voucher # to fetch bill details i.e. 1058674001802223140

However, the programme fee can also be paid via bank transfer. If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing  
Raising Executive Development Centre  
Lahore University of Management Sciences  
Opposite Sector 'U', DHA Lahore Cantt Pakistan  
(+92 42 3560 8243)

*\* LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax-deductible/collectable.*

### DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme fee.

### SUBSTITUTES/TRANSFERS AND REFUNDS

If you are unable to attend a registered course, we will accept a substitute until 2 working days before the programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. In case of late cancellation, the course fee will be refunded after deducting an application processing fee of PKR 20,000.

It is possible to transfer the deposited fee to any open enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

**Note:** REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, the university will refund the registration fee but will not be responsible for any other related charges/expenses, including cancellation/change charges by airline and travel agencies.

*In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternative to a refund. The University reserves the right to make changes in its programme policies and fees at any time.*

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