



Training | Conferences | Events | Publications

A photograph of a man in a dark pinstriped suit, blue shirt, and striped tie. He is holding a single gold coin between his fingers, positioned above several stacks of silver coins on a wooden table. The background is white with faint dotted lines.

Strategic Finance for Non-Finance Managers

10 - 11 October 2011, Sheraton Hotel & Towers, Karachi | 17 - 18 October 2011, Pearl Continental Hotel, Lahore | 9:15 am - 5:00 pm



Course Facilitator: M. Ali Saeed

Chief Executive Officer at an Investment Banking / Equities Brokerage firm
Over 10 years of diverse professional experience in foreign and domestic equity markets
Former emerging markets strategist with Morgan Stanley Capital, UK



Course Facilitator:

M. Ali Saeed

Chief Executive Officer at an
Investment Banking / Equities
Brokerage firm

•
Over 10 years of diverse professional
experience in foreign and domestic
equity markets specializing in buy
and sell side roles

•
Former emerging markets strategist
with Morgan Stanley Capital, UK

Ali Saeed's professional experience converges from over 10 years of diverse indulgence in the fields of portfolio management and institutional/retail sales of equities to domestic and foreign market participants.

He is currently the CEO of a leading investment banking and equities brokerage firm operating at the Karachi bourse. His responsibilities have encompassed a wide range of roles from effectively marketing the firm to domestic, retail and corporate institutions and also managing the entire settlement cycle. He has also been engaged in sell side research and economic analysis. Ali's previous assignment was at a leading Asset Management Company where he led the portfolio and research efforts of the firm managing three funds with an asset base of PKR 7 billion. Prior to that, Ali was actively monitoring and investing in the far eastern markets at Morgan Stanley Capital in London researching and managing emerging markets in the Asia-pacific rim. Early in his career, his concentration in research efforts have paved the way for over 50 research reports and business journal articles regularly published and distributed to domestic and international clients.

Currently, Ali is authoring a book on PPP (Public Private Partnerships) with a Boston based consultant. His association with academia has allowed him to currently pursue his M.Phil in Economics. He holds a MSc. in Finance & Economics from the prestigious Graduate School of Business at the University of Strathclyde in Glasgow, Scotland and a Bachelors in Business & IT from the Curtin Business School at the University of Curtin, in Australia. He has attended various conferences and workshops on effective portfolio management and strategic asset allocation strategies in the UK and Middle East.

Strategic Finance for Non-Finance Managers

10 - 11 October 2011, Sheraton Hotel & Towers, Karachi

17 - 18 October 2011, Pearl Continental Hotel, Lahore

Course Overview:

In today's global business environment, every business executive needs fundamental knowledge of how financial resources are accumulated, used and monitored to create shareholder value. Companies that leave these critical issues to the exclusive domain of the financial executives stand to be at a clear competitive disadvantage.

To be a successful manager and leader, you need a good understanding of financial levers of effective business management. In this program, you will develop an understanding of the fundamental financial tools used in business today. By developing your financial skills, you will be in a better position to understand the impact of business decisions and to manage the financial aspects of your role more effectively.

Key Benefits:

- **Better** understand financial vocabulary
- **Learn** the true drivers of good financial performance
- **Be able** to understand and analyze financial statements
- **Learn** how you can contribute to enhance shareholder value
- **Strengthen** your understanding of Risk & Return dynamics
- **Make** profitable decisions based on a solid financial footing
- **Augment** your Managerial Inventory with an essential Financial Toolkit

Who Should Attend?

This course has been designed for non-finance managers and new finance professionals who need to develop a practical understanding of financial issues, including:

- Experienced managers and directors with limited formal financial background
- Rising stars and managers moving into roles with financial accountability
- Managers with responsibility for the financial performance of a team, department or organization
- Finance professionals seeking to update and refresh their skills

Course Agenda:

Day One

Session - 1

- ▶ Time Value of Money
- ▶ Discounting Mechanics
- ▶ Shareholders' Interests Vs Management's Perspectives (Agency Conflict)
- ▶ Concept of Compounding on Financial Instruments
- ▶ Annuities & Perpetuities
- ▶ NPV & IRR

Session - 2

- ▶ Risk & Return Dynamics
- ▶ Calculating Cost of Debt
- ▶ Calculating Cost of Equity

Day Two

Session - 1

- ▶ Snapshot of Financial Statements
- ▶ Trend Analysis & Ratio Analytics
- ▶ Financial Tools for Managers

Session - 2

- ▶ Mergers & Acquisitions
- ▶ Corporate Governance
- ▶ Corporate Structure & the Organization

Special Session

Case Study to encapsulate the entire training and ensure maximum learning retention

Strategic Finance for Non-Finance Managers

10 - 11 October 2011, Sheraton Hotel & Towers, Karachi | 17 - 18 October 2011, Pearl Continental Hotel, Lahore



Introductory Fee (per participant)

PKR

18,500/-

On 3 or more nominees

Save PKR 2,000
per nominee

Fee includes learning material, Octara certificate, lunch, refreshments and networking

Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**
Muhammad Adeel Khail
E-mail : madeel@octara.com
: register@octara.com
Tel : 021-34534261, Cell: 0300-8937513
Fax : 021-34520708, 021-34546639
- Send your cheque in favor of "Octara Private Limited"
To: **Muhammad Imran Anwer**
Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

To receive this flyer by e-mail drop us a line at info@octara.com

To view reports on our past training workshops and events logon to www.octara.com

You can access our quarterly newsletter online at octara.com/newsletters.aspx

Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

Bring Strategic Finance for Non-Finance Managers In-house

This workshop can be customized to suit specific needs of your organization at significant savings.

Please contact **Jason D'souza** at jason.bosco@octara.com or call at **0332-2422732** for more details

Upcoming Programs | Book your seat TODAY!

Project Management Toolkit®
14-15 September 2011, KHI
16-17 September 2011, LHE
Hassan Bin Rizwan

Advanced Negotiation Skills
October 2011, Karachi
October 2011, Lahore
Ramiz Allawala

Succession Management
17 September 2011, Karachi
24 September 2011, Lahore
Ramiz Allawala

Microsoft Excel Masterclass
October 2011, Karachi
October 2011, Lahore
Nooruddin Surani

5 Star Customer Service
22 September 2011, Karachi
23 September 2011, Lahore
Graham Moore

Inspirational Speaking
November 2011, Karachi
November 2011, Lahore
Lucy Cornell

Innovate or Die
17-18 October 2011, Karachi
20-21 October 2011, Lahore
Ian Ruskin Brown

Performance Appraisal
November 2011, Karachi
November 2011, Lahore
Ramiz Allawala

Integrated Procurement & Supply Chain Management Strategy
October 2011, Karachi
October 2011, Lahore
Andre Verdier

Mastering Business Continuity Practices
November 2011, Karachi
November 2011, Lahore
Jim Truscott

*Octara reserves the right to change courses, dates, content or method of presentation.

Connect
with Octara on
social networks:



tinyurl.com/octaratrainings

twitter.com/teamoctara

facebook.com/octara.trainings

youtube.com/octaratraining

Logistics Partner

Partner

Strategic Partners

