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### Financial Excellence Series

# Financial Modeling Using Microsoft Excel®

## 2 Separately Bookable Essential Programs 2007

#### Course - 1 (One Day)

### Microsoft EXCEL® for Finance Professionals

Advance your Financial Computing Capability with Excel 2007®

Course Facilitator: **Nooruddin Surani**

**March 4, 2013** - Pearl Continental Hotel, Lahore  
**March 11, 2013** - Sheraton Hotel & Towers, Karachi  
9:00 am - 5:00 pm

#### Top 3 Learning Outcomes:

- 1 Get a comprehensive understanding of MS Excel® for financial analysis
- 2 Apply efficiently, a standard design methodology and spreadsheet best practice
- 3 Make better, more profitable business decisions using advanced financial modeling methods

**Includes proven, practical and readily applicable techniques for every finance professional!**



#### Course - 2 (Two Days)

### Financial Modeling & Business Valuation

Construct Reliable Financial Models to Monitor, Valuate, Control and Grow Your Business!

Course Facilitator: **M. Ali Saeed**

**March 5 & 6, 2013** - Pearl Continental Hotel, Lahore  
**March 12 & 13, 2013** - Sheraton Hotel & Towers, Karachi  
9:00 am - 5:00 pm

#### Top 3 Learning Outcomes:

- 1 Create effective, accurate and robust financial models that meet your business needs
- 2 Understand the most widely-practiced and robust business valuation techniques
- 3 Effectively communicate the results of your models to team members and senior management

**Includes HARVARD and INSEAD case studies with hands-on solutions**

...Only from Octara!!!

For Details & Registration: Tel: 021-34534261, 021-34536315, Fax: 021-34520708, E-mail: register@octara.com

[www.octara.com](http://www.octara.com)

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
- Renowned for his highly engaging, thought provoking and practical approach towards coaching and mentoring professionals

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 international conferences and workshops to enrich his own pool of thought.

Ali is renowned for his highly engaging, thought provoking and practical approach towards coaching and mentoring professionals. Off the corporate floor, Ali is also a regular visiting faculty member at leading universities in Karachi.

Course Facilitator:  
**Nooruddin Surani**

- Microsoft Certified Trainer
- Certified Information Systems Auditor (CISA)
- Microsoft Excel 2010 Certified Application Specialist
- Microsoft Office 2007 Master Program Certified
- Over 16 years hands on application development experience
- Chief Operating Officer, Viftech Solutions (Pvt.) Ltd.

Nooruddin Surani is an MBA in MIS, a Microsoft Certified Trainer for Office 2007 Master Program, Brainbench Master Certified for Excel 2007 and a Certified Information Systems Auditor (CISA). His vibrant personality combined with a unique blend of content and delivery makes the participants' experience both educating and entertaining. Surani has been associated with the application of Information Technology for more than 16 years and is actively involved in training and teaching as a visiting faculty with multiple reputable institutes. He is considered amongst the new breed of dynamic "IT Trainers", and can perfectly blend his experience with his teachings.

Surani's unique experience of working with corporate sector includes designing & development of software solutions for medium to large sized industries, retail business management, educational, financial and banking institutions. After being engaged in consultancy assignments for leading organizations like Standard Chartered Bank, Al Baraka Bank (formerly Emirates Global Islamic Bank), NGS Solutions (USA) etc., Surani is thoroughly able to inspire and encourage those around him through his unique training style which enables maximum learning & retention in least possible time.

Besides being an ardent trainer, Surani also has to his credit several articles published in multiple IT related publications. Currently, he is working as the Chief Operating Officer at Viftech Solutions (Pvt.) Ltd., a software & information technology solution provider. Driven by a mission in life, Surani aims to provide better understanding to his participants enabling them to focus better and achieve the results they seek!



## Financial Modeling Using Microsoft Excel® 2007

### Course Overview:

During the next year or so, the decisions your company makes and their consequences will establish how successful it is in riding out the current economic downturn.

To determine a quantitative representation of your company's actions, financial analysis and modeling can be used to calculate and compare the impact of business decisions and alternative scenarios on the company's performance.

This course will give you a firm grip on the financial information that underpins your business and teach how to effectively use different tools to manipulate, interpret and disseminate that information. While advancing your computing efficiency and ability with MS Excel®, this course will support improved decision making and ultimately increase the likelihood of positive outcomes for your organization.

### Who Should Attend?

This hands-on course is designed for middle and senior business and finance professionals as well as general managers who need to use financial models to measure business performance, including:

- Finance Managers and Controllers
- Investment and Management Accountants
- Heads of Business Units and Business Planners
- Project Managers and Risk Analysts
- Financial Advisors and Corporate Analysts
- Budget, Corporate, Business and Financial Analysts

**Note: Participants must have intermediate level expertise in using Excel® 2007. Not Sure? Contact us for a link to evaluate your expertise for this course.**



Course - 1 (One Day)

## Microsoft EXCEL® for Finance Professionals

March 4, 2013 - Pearl Continental Hotel, Lahore  
March 11, 2013 - Sheraton Hotel & Towers, Karachi

### Microsoft Excel Primer

- Understanding Excel Capability as a Financial Tool
- Introduction to Formulas & Functions
- Must Know Functions
- Dealing with Excel Errors related to Financial Calculations
- Formula Auditing

### Designing a Spreadsheet

- Understanding Workbook Nomenclature
- Designing a Systematic Spreadsheet
- Single / Multiple Worksheet Applications
- Verification of Calculations
- Auditing a Worksheet
- The MVC approach for designing spreadsheets
- Handling User Errors

### Basic Financial Worksheet's Arithmetic

- Understanding Time Value of Money
- Simple Interest / Compound Interest
- Using Financial Annuity Functions
- Using NPV (Net present value) Function
- Using IRR (Internal rate of return) Function
- Working with Range Names

### Amortization

- Understanding Basic Amortization Calculations
- Creating Amortization Table

### Further Options to Enhance Usability of the Worksheet

- Advanced Formatting
- Conditional Formatting
- Using Themes
- Input Validation
- Page Layout / Printing
- Lists / Filters

### Analyzing Financial Statements an Excel Perspective

- Common Size FS Analysis
- Horizontal Analysis
- Vertical Analysis
- Ratio Analysis
- Comparing Financial Statements

### Dynamic Sensitivity Analysis using Excel's "What If?" Utilities

- Using Simple Formulas
- Break Even Point Using Goal Seek
- Using Data Table - Single Variable
- Using Data Table - Single Variable / Multi-Column
- Using Data Table - Two Variables
- Dynamic Reference Sensitivity Models

### Lists & Summaries

- Working with Lists and Tables
- Working with Pivot Tables for Summarizing
- Data Consolidation & De-duplicating
- Summarizing using Formulas
- Working with Charts

### Setting up a Model

- Introduction to Excel Based Models
- Flowchart and information flow
- Defining outputs
- Defining inputs, variables & assumptions
- Setting up modules
- Menu structure
- Documentation
- Deployment & Security

Course - 2 (Two Days)

## Financial Modelling & Business Valuation

March 5 & 6, 2013 - Pearl Continental Hotel, Lahore  
March 12 & 13, 2013 - Sheraton Hotel & Towers, Karachi

### Day-1 Analysis of Financial Statements

- Understanding business as a financial system where management makes decisions in three key areas:
  - Investment
  - Financing
  - Operations
- Description of profit & loss, balance sheet, and cash flow statements
- Using profitability and risk ratios to compare companies across different sizes and industries
- Balance Sheet, Income Statements and Cashflow statement analytics
- Risk ratio analysis
- Two different perspectives on analyzing companies using financial statements
- Selecting the ratios to use in your analysis
- Horizontal Analysis and Vertical Analysis

### INSEAD

#### Case Study: Coors & Borg

The case study depicts the financial statements of a manufacturing concern, the task is to use Financial Statement Analysis to qualitatively elaborate on the firms dynamics and contrast it with its competitors. Moreover the ratio analytics would allow for a more sophisticated approach in decision making.

### Day-2 Modelling and Business Valuation

- Financial Modelling
- Gearing Models and disintegrating financial statements
- Understanding Discounting techniques and Mechanisms
- Applying discounted techniques on Bonds and Equities
- Using free cash flows or dividends to apply DCF and DDM techniques
- Estimating Free Cash Flows
- Estimating Dividend payout trends
- Applying multi stage models
- Estimating value of the business
- Using the value to ascertain whether a firm is overvalued or undervalued
- Final thought and recommendation

### Harvard Business School Case Study: Marriott Corp

Gives you the opportunity to explore how a company uses the Capital Asset Pricing Model (CAPM) to compute the cost of capital for each of its divisions. The use of Weighted Average Cost of Capital (WACC) formula and the mechanics of applying it are stressed.

### Pre-Requisite:

“Microsoft Excel for Finance Professionals” is highly recommended for effective learning in Course II.

Participants must have intermediate level expertise in using Excel® 2007.

## Course - 1 (One Day)

# Microsoft EXCEL® for Finance Professionals

March 4, 2013 - Pearl Continental Hotel, Lahore  
March 11, 2013 - Sheraton Hotel & Towers, Karachi

## Course - 2 (Two Days)

# Financial Modeling & Business Valuation

March 5 & 6, 2013 - Pearl Continental Hotel, Lahore  
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### Course - 1 (One Day)

#### Microsoft EXCEL® for Finance Professionals

**PKR 14,999** per participant

**10% Group Discount on 3 or more nominees**

### Course - 2 (Two Days)

#### Financial Modelling & Business Valuation

**PKR 24,999** per participant

**10% Group Discount on 3 or more nominees**

### 3 Days Package

**PKR 34,999** per participant

**SAVE PKR 5,000**

**Note:** Only one discount offer is applicable at any given time

Includes course material, Octara certificate, lunch, refreshments & business networking

**Note:** Participants are required to bring laptops for hands-on exercises  
**Additional fee** of PKR 1500 will be charged in case Laptop is to be arranged by organizers

### 5 Easy Ways to Register

Phone : 021-34534261, 021-34520092  
Fax : 021-34520708  
E-mail : [register@octara.com](mailto:register@octara.com)  
Address : Octara Private Limited  
2/E-37, Block-6, P.E.C.H.S., Karachi.  
Web : [www.octara.com](http://www.octara.com)

### Payment:

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration.

**Note: Full payment must be received in advance to confirm enrollment.**

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

Strategic Partners



Logistics Partner



Partner



## Octara Up Coming Programs

### Advanced Project Management through Value Engineering

By Dr. Moinuddin  
March 12 & 13, 2013 - Karachi  
March 14 & 15, 2013 - LHE

### Managing Upward

By Ramiz Allawala  
February 20, 2013, Lahore  
February 21, 2013, Karachi

### Mind Maps for Business

By Tony Buzan  
February 18, 2013 - Karachi

### Supervisory Toolkit

By Hassan Bin Rizwan

#### Course I

### Goal Achievement & Task Management

February 22, 2013 - Sheraton Hotel & Towers, Karachi  
March 8, 2013 - Pearl Continental Hotel, Lahore

#### Course II

### Team Management & Leadership

February 23, 2013 - Sheraton Hotel & Towers, Karachi  
March 9, 2013 - Pearl Continental Hotel, Lahore

### Maintenance Excellence Series

By Ben Stevens

#### Course 1

**Maintenance Best Practices Developing a culture of maintenance excellence through continuous improvement**

3 Day Training Program  
March 18, 19 & 20, 2013

#### Course 2:

**Effective Work Management in Maintenance Continuous Improvement through RCM & Work Planning**

2 Day Training Program  
March 21 & 22, 2013

#### Module 1:

Understanding and Managing RCM

#### Module 2:

Effective Management of Planning, Scheduling & Control for Maintenance

### Bring Financial Modeling Using Microsoft Excel 2007 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](mailto:jason.bosco@octara.com) or call at 0332-2422732 for more details