FINANCE FOR NON-FINANCE PROFESSIONALS EMBEDDED WITH GENERATIVE AI

ICMA COE
Centre of Excellence



JUNE 9 & 10, 2026

MOVENPICK HOTEL, KARACHI

COURSE OBJECTIVES

This course helps participants to:

- *Develop practical understanding of financial concepts and business decision-making*
- *Interpret financial statements and analyze organizational performance effectively*
- *Identify financial risks, trends, and opportunities through financial analysis tools*
- *Apply working capital, costing, pricing, and budgeting techniques to improve business performance*
- *Evaluate investment decisions using key capital budgeting techniques such as NPV, IRR, and Payback Period*
- *Align financial thinking with strategic business goals and performance management*
- *Enhance decision-making through the effective use of Generative AI in financial analysis and reporting*

WHO SHOULD ATTEND

- *CEOs & COOs*
- *Board Members & Director of Corporates & SOEs*
- *Heads of Departments*
- *Mid / Senior-Level Managers*
- *Entrepreneurs & Business Owners*

DURATION

2 Days – 16 Learning Hours

INVESTMENT AMOUNT

Investment Fee : *PKR 45,000*

* **Individual & Group Discounts Available**

CONTACT US

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https://shorturl.at/PB040

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COURSE CONTENTS

Day 1: Building Financial Clarity & Business Insight

- **Business Structures & Financial Implications**
  - Understanding how different legal structures influence risk, taxation, governance, and financial reporting
- **Finance Fundamentals for Decision-Makers**
  - Key accounting concepts and terminology, translated into practical business relevance
- **Decoding Financial Statements: From Numbers to Insights**
  - Balance Sheet
  - Profit & Loss Account
  - Cash Flow Statement
  - Statement of Changes in Equity

Focus: understanding what truly drives performance, not just the format

- **Reading Between the Lines: Annual Report Analysis**
  - Interpreting disclosures, management commentary, and hidden signals in listed company reports
- **Financial Analysis for Better Decisions**
  - Identifying trends, risks, and opportunities through ratio analysis and performance diagnostics
- **Working Capital as a Strategic Lever**
  - Managing cash, receivables, payables, and inventory to improve liquidity and efficiency
- **Applying Generative AI in Financial Analysis**
  - Turning complex financial data into clear insights, faster and more effectively

Day 2: Driving Performance, Profitability & Strategic Decisions

- **Management Accounting for Business Impact**
  - Using cost information as a tool for planning, control, and decision-making
- **Costing, Pricing & Profitability Optimization**
  - Understanding cost structures, setting pricing strategies, and improving margins through informed decisions
- **Budgeting as a Performance Management Tool**
  - Moving beyond numbers to actionable insights through variance analysis and accountability
- **Investment Evaluation & Capital Budgeting Decisions**
  - Applying the time value of money to evaluate financial trade-offs and drive long-term value creation, using key techniques such as:
    - Net Present Value (NPV)
    - Internal Rate of Return (IRR)
    - Payback Period
- **Aligning Financial Strategy with Business Goals**
  - Integrating financial thinking into strategic planning and execution
- **Leveraging Generative AI for Smarter Decisions**
  - Enhancing speed, clarity, and quality of financial analysis, forecasting, and business communication

TRAINER'S PROFILE



Adnan Iqbal

Board Member –
Pakistan Postal Services Management Board
Director – Metal Tech Engineering
Former CEO – Buxly Paints Ltd
Fellow ICMA & PIPFA | MBA (IBA Karachi) |
Certified Director (SECP)

Mr. Adnan Iqbal is a Fellow Member of ICMA International and PIPFA, and holds an MBA from IBA Karachi. He is a Board Member of Pakistan Postal Services Management Board and Director at Metal Tech Engineering. In his previous tenure, he served as CEO and Board Member of Buxly Paints Limited.

He brings more than 22 years of diversified experience at various leadership roles in Accounts & Finance, Sales & Marketing, and Business Management across private and public sectors. With a strong foundation in Finance, he is privileged with high data analytical skills and the ability to see beyond numbers in cross-functional management roles.

Mr. Adnan is a Certified Director under the Listed Companies (Code of Corporate Governance) Regulations 2019 of SECP.

Alongside his corporate roles, he is an accomplished trainer, known for his commitment and passion for empowering individuals with the skills and knowledge needed to thrive in dynamic business environment. He has delivered numerous training sessions at various platforms. He is also the trainer of Directors Training program at ICMA International.

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INVESTMENT AMOUNT & DISCOUNTS

Investment Fee : PKR 45,000

Early Bird Discount - I	Early Bird Discount - II	Group Discounts	Corporate Partner Discount
10%	5%	15%	25%
Valid till May 30,2026	**Valid till June 4,2026**	**Valid till June 8,2026**	**Valid till June 8,2026**

Notes:

1) Tax will be applied to the invoice

2) Training fee includes : handouts, certificates of participation

Last Date Of Registration: June 8, 2026

SCAN TO REGISTER

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With Best Regards,
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