

BUSINESS ESSENTIALS

Nausher Ahmed

LUMSx is the center for online learning and professional development at LUMS. We extend LUMS' excellence in teaching and research beyond its borders by leveraging technology and innovative pedagogy. Our courses aim to bridge critical knowledge & skill gaps for Pakistani learners and to meet their diverse learning needs, we offer **Massive Open Online Courses (MOOCs)**, **Hybrid Courses**, **Synchronous (Live) Courses**, and **Free Open Online Courses (OpenCourseWare)**. We intend to harness technology for enhancing access, improving educational quality, and amplifying education's impact.



Course Format: Live-Online

Language: English, Urdu

Starting Date: 11 May 2024

Registration Deadline: 05 May 2024

Duration: 4 days (2 Weekends) (16 hours)

Price: PKR. 25,000

Early Bird Discount: **PKR. 21,250 (15% off)**

ABOUT THIS COURSE



This course is meticulously crafted to demystify business, accounting, and finance concepts by offering clear explanations that simplify technical jargon. Providing a comprehensive blend of theoretical insights and practical applications, the program aims to empower individuals without a business background, such as engineers, artists, and entrepreneurs. By the end of the course, participants will gain a robust understanding of key aspects including accounts, finance, marketing, and general business principles. This newfound knowledge equips learners to make informed and insightful business decisions with confidence.

By the end of this course, the students should be able to:

1. Be able to utilize actual business information to make meaningful and insightful decisions
2. Interpret and analyze financial statements and information
3. Have a holistic grasp of the fundamentals of business, accounting, finance and marketing
4. Understand and utilize business jargon with ease and confidence

COURSE KEY FEATURES

1. The course is tailored to a specific niche i.e. non-finance individuals who need a basic level of business and finance understanding which is more practical than theoretical
2. Designed for professionals and entrepreneurs to help them with real-life situations as opposed to textbook scenarios
3. Concise. Most degrees and certifications go into too much detail and take up too much time. This course does not include any superfluous details and focuses on the key areas
4. Practical, not just theoretical. The instructor has both worked in a professional setting and has his own business, meaning he will tailor the course based on these environments

MEET YOUR INSTRUCTOR



Course Instructor

Nausher Ahmed

ACCA and CFA Trainer and Teacher

Nausher Ahmed holds a BSc Honors degree in Accounting and Finance from LUMS, complemented by the completion of ACCA and CFA exams. With over a decade of experience at PricewaterhouseCoopers, he has contributed significantly to their Core Assurance and PwC Academy Lines of Service. Currently, he imparts his expertise through freelance teaching engagements with PwC, focusing on ACCA, CFA, and corporate courses.

Beyond traditional teaching, the instructor is the driving force behind Mosaicdemy, an online education platform offering specialized ACCA courses. His commitment to unraveling the complexities of the world is evident, and he channels this passion into sharing his knowledge with others. Through a combination of extensive professional experience and a dedication to education, he strives to make intricate subjects accessible and meaningful for his students.

COURSE OUTLINE

Saturday, 11th May, 10:00am - 2:00pm

Foundations of Business Operations and Management

In this module, participants will explore different business types, from small to large enterprises, and learn about sole proprietorships, partnerships, and companies. The module covers practical aspects of running a business, including performance management strategies, product pricing methods, financial and non-financial performance evaluation, Critical Success Factors (CSFs), Key Performance Indicators (KPIs), budgeting, and staff management topics like labor turnover and incentive schemes.

Sunday, 12th May, 10:00am - 2:00pm

Principles of Accounting

In this module, participants will delve into the realms of financial and management accounting. This includes an exploration of the distinctive roles of financial and management accountants, as well as an in-depth look into accounting information systems. The module shifts focus to financial statements, offering a comprehensive understanding of their nature, uses, and the crucial skill of interpretation and analysis. Participants will gain proficiency in deciphering commonly used financial ratios, enhancing their ability to extract meaningful insights from financial data.

Saturday, 18th May, 10:00am - 2:00pm

Principles of Finance

In this module, participants will explore diverse sources of finance, including debt, equity, and the dynamics of debt versus equity financing. The pecking order theory and principles of Islamic finance will be introduced. The module also covers common financial instruments such as shares, bonds, and loans, examining dividends, types of shares, and fixed vs. floating rates. Participants will gain proficiency in essential finance concepts like present value, cost of capital, NPV, IRR, payback period, and return on investment.

Sunday, 19th May, 10:00am - 2:00pm

Marketing

In this module, participants will unravel the significance of marketing and delve into the foundational 4 P's of marketing. The module explores diverse marketing strategies and common concepts, including the importance of customer acquisition cost and the precision of target marketing. Participants will engage in practical exercises, immersing themselves in real-life business scenarios. Through interactive discussions, analysis, and decision-making activities, students will apply their newfound marketing insights in a hands-on and strategic manner.



BUSINESS ESSENTIALS

[ENROLL NOW](#)

As an **online learning gateway** of LUMS, we aim to extend LUMS' excellence in teaching and research **beyond its borders** by leveraging technology.