

BUSINESS MODELING[®]

2 DAY WORKSHOP
on 22nd & 23rd AUGUST 2017
by **SOHAIB JAMAL**

OVERVIEW

Business Modeling is a part of Business Intelligence Information System that focuses on:

- What would be the outcome of today's investment on capital projects?
- How to price and sell your products in order to maximize shareholder's wealth?
- When to start buying or selling businesses and on what prices it should be bought & sold?

A business model is prepared whenever any organization is bidding for a project, evaluating acquisition target, carrying out monthly business planning, conducting capital structure & studies, etc.

METHODOLOGY

- Practicing of all excel tools and features (applicable) on a very simple model.
- Applying on sample model first to see its practical applicability.
- Preparing 5 Years Business Statement Projections model.
- Using what-ifs (Data Analysis Tools) for decision making.

MODULES

Module 1: Introduction to Excel.

Module 2: Logic Building with Formulas and Functions.

Module 3: Using Data Tables and Scenario Managers for analysis.

Module 4: Optimizing model through Goal Seek and Solver.

Module 5: Construction and Application of Macros and Graphical Tools to make model more flexible.

Module 6: Data Presentation through Charts and Graphs with Form Controls.

Module 7: What IF analysis for Data Optimization & Decision.

Module 8: Using formula auditing tool bar for debugging model.

Module 9: Securing your work and documentation.

LEARNING OUTCOMES

- Create your own business model to be used for future reference.
- Build a business model from scratch using the best structuring techniques.
- Use efficiently key Excel functions and tools to construct sound business forecasting models.
- Forecast income statement, cash flow statement and balance sheet.
- Apply and analyze more complex issues in capital budgeting such as IRR, NPVs, etc.
- Use of dashboards to reflect summary of models using flexible graphs and graphical tools.

PREREQUISITES

A sound knowledge of Excel (Intermediate level) in order to maximize your learning experience.

You will be required to work through a series of hands-on practical exercises. Additionally, a good knowledge of Business techniques is assumed.

Participants are required to carry laptops with them, with MS Office 2013 installed, at least.

TRAINER'S PROFILE



Having 17 years of management consultancy experience, Sohaib Jamal is a Fellow member of Institute of Cost & Management Accountants of Pakistan (ICMAP) and currently working as Director at a software house. Mr. Sohaib Jamal has conducted more than 100 open and corporate workshops on national & international levels on different topics including Financial Modeling, Designing Dashboard Information Systems, Budgeting, ERP Implementations and Practical Excel Applications etc. Mr. Sohaib Jamal has been training students and members of ICMAP & ACCA (global professionals) since 2003 & 2013 respectively, which includes Dashboard Reporting & Financial Modeling. He is a prominent visiting faculty member and speaker in various prestigious universities of Pakistan since last 15 years.

WHO SHOULD ATTEND?

CEOs / COOs / CFOs Accounts Managers & Executives, Credit Managers, Business Analysts and Business Development Managers.



Royal Rodale Club, Phase V, D.H.A, Karachi 75500.



22nd & 23rd August 2017
10:00a.m. - 4:30p.m.

REGISTRATION FORM

Institutional Member Student Member
 Individual Member
 Non-Member

Name _____
 Designation _____ Membership No. _____
 Organization _____
 Address _____
 _____ City _____
 Phone _____ Fax _____
 Mobile _____ Email _____

ADMINISTRATIVE INFORMATION			
MODE OF PAYMENT	Registration Fee*	Early Bird Fee (Register by 08 th Aug 2017)	Regular Fee (Register after 08 th Aug 2017)
Cash/Cheque No. _____	MAP Institutional Member	Rs. 23,000/-	Rs. 27,000/-
Dated _____	For two or more Institutional member nominations	Rs. 21,500/-	Rs. 24,500/-
Amount _____	MAP Individual Member	Rs. 16,500/-	Rs. 18,000/-
	Student Member	Rs. 8,000/-	Rs. 9,000/-
	Non-Member	Rs. 24,500/-	Rs. 28,500/-

*Includes: MAP Certificate, Printed Course Material, Lunch & Tea.

Registration:

- Registration to be confirmed only on receipt of cheque in advance
- Cancellations or substitute nominees acceptable up to 48 hours prior to the event.
 - Early bird discount can only be availed if payment is made before the day of event. Otherwise, invoice will be reissued at Standard Fee.
 - Please complete the Registration Form attached here to along with a crossed cheque for the applicable fee, in favor of Management Association of Pakistan, to be sent to MAP's address given below:

For Direct Transfer:

- Acct Title : Management Association of Pakistan
- Bank Name : MCB Bank Limited
- Account Number : 0006903010000302
- IBAN : PK62 MUCB 0006 9030 1000 0302
- Branch Name : GTB Branch Karachi (0069)
- Payment Advice to be sent at:
accountant@mappk.org | info@mappk.org