



BUSINESS ACUMEN PROGRAM

Using Simulation Board Game

A simulation boardgame customizes business models through incorporating the customer business dynamics including its operations, customers, vendors, inventories, business deals, day to day challenges and provides an opportunity to optimize the real-life business situations using a simulated boardgame.

Finance or Non-Finance Business Managers need ample knowledge and concepts to optimize business decisions. Conventional training in finance is usually boring, irrelevant and unattractive for field professionals as they fail to synchronize the taught concepts with their real-life work.

 **22nd July 2026**

 **Movenpick Hotel, Karachi**

 **WHO SHOULD ATTEND?**

- Business Managers and Team Leads
- Finance, Risk & Credit Professionals
- Non-Finance Managers involved in business decision-making
- Sales and Marketing Professionals
- Operations, Supply Chain & Procurement Personnel
- Inventory and Warehouse Management Staff
- HR and Administrative Professionals involved in operations
- Project Managers and Department Heads
- Entrepreneurs and Business Owners
- Banking, Risk Management & Credit Control Professionals



Program Trainer

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Gamification Expert | Instructional Designer | Business Simulation

LEARNING OUTCOME

By the end of training, Participants will;

- **Evaluate** all aspects of business function regardless of their nature of work
- **Understand** Product, Process, People and Operations excellence concept
- **Look** at the impact of their business decisions both on qualitative and quantitative terms
- **Experience** the organizational challenges faced by different departments
- **Excel** in People Management Skill, Conflicts Resolution etc.
- **Improve** Communication Skills using Emotional Intelligence
- **Understand** Financial Statements, Numbers and Ratios
- **Handle** challenging projects using effective project management techniques
- **Prepare** Financial Statements, Understand Business Results through use of Ratios.



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COURSE OUTLINES & BUSINESS CYCLES:

FUNDAMENTAL FINANCE CONCEPTS

- **Key Terminologies:** Assets, Liabilities, Revenue, Income, Capital & Revenue Expenses, Margins & Markups, Profit & Loss.
- **Inventory:** Concepts of Inventory Management, Maximum, Minimum Inventory, Economic Order Quantity, Order Size, Reorder Levels.
- **Working Capital Management:** Debtor, Creditor, Inventory Days. Positive & Negative Working Capital Cycle.
- **Financial Statements:** Understanding Key Financial Statement, Their Usage & Importance

UNDERSTANDING THE BUSINESS MODEL:

- **Business Levers:** Sales, Marketing, Procurement, Inventory, Technology, Finance, Credit Management, Cash Flows, Profitability.
- **Finance Function:** Department integration for business result optimization.
- **Performance Management:** Customers & Product Management, Performance Targets, Critical Success Factors & KPIs.
- **Dashboard:** Financial & Non-Financial Business Drivers, their correlation and impact.

FINANCIAL STATEMENTS & FLOW OF INFORMATION:

- **Income Statement:** Revenues, Cost of Sales, Gross Profits, Operating Expenses, Finance Cost, EBITDA, Taxes, Dividends.
- **Balance Sheet:** Concept of Financial Strength and Effective Financial Management. Current Assets vs. Current Liabilities, Investments, Equity vs. Debt, Short & Long-Term Liabilities.
- **Cash Flow Statement:** Sources & Uses of Cash, Cash Flow from Operating, Investing & Financing Activities, Surplus & Shortages of Cash, Cash flow Cycle.
- **Asset Liability Management:** Comparability of Financial Information over years, Measurement of Financial Effectiveness of running the business.

STRATEGY FORMULATION:

- **Sales Strategy:** Sales Planning, Setting Targets, Volume Planning, Segmentation & Clustering, Customer & Product Profit Planning, Improving Margins.
- **Performance Measurement:** Setting Sales Key Performance Indicators, Quantitative & Qualitative Criteria, Evaluation Methodology and Periodic Review.
- **Sales Operations:** Optimizing Sales Team function, team cohesion, leadership role and business acumen.
- **Converting Myths to Numbers:** Setting clear time bound measurable targets, identification of resources and support required and keeping sales teams "On-Course".



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COURSE OUTLINES & BUSINESS CYCLES:

FINANCIAL MODEL:

- Financial Knowledge: Customer/Product/Operational Cost & Profitability.
- Financial Management: Debtor Management, Credit Management, Aging Analysis, Controllable & Uncontrollable Costs.
- Liquidity Management: Cash Flow Position, Bank Overdraft & Long-term Loans, Seasonable and Cyclical Impact.
- Asset Management: Inventory Optimization, Short- & Long-Term Investments, Non-Current Assets.

INTERPRETING FINANCIAL INFORMATION THE RATIO ANALYSIS:

- **Income Statement Ratios:** Liquidity & Assets Test Ratios, Inventory Turnover, Sales Turnover Ratio, Cost of Sales Ratio.
- **Income Statement Ratios:** Gross Profit Margin, Operating Profit Margin, Earning Before Interest & Taxes (EBITDA), Net Profit Margin.
- **Balance Sheet Ratios:** Working Capital Ratios, Inventory Turnover/Days, Receivable Days, Creditor Days
- **Balance Sheet Ratios:** Debt Equity Ratio, Return On Capital Employed (ROCE), Return on Investment (ROI)

BUSINESS FINANCE:

- **Budgeting & Financial Planning:** Creating Sales, Procurement, Revenue Expenditure Budgets, Cash Budgets, Capital Budgets, Integration of all budgets in Master Budgets.
- **Managing Profitability:** Cost Reduction & Management Techniques, Customer & Product Profitability, Avoidable & Unavoidable Costs.
- **Liquidity Management:** Debtor Days, Creditor Days, Inventory Days, Positive & Negative Working Capital Cycles, Working Capital Management Techniques.
- **Effective Credit Management:** Customer Aging Analysis, Credit Monitoring & Control Techniques, Yellow Signs, Recovery Challenges Litigations.

WORKPLACE CHALLENGES:

- **Communication Skills:** What's Effective Communication, Influencing Recipient, Selection of Medium, Tone & Words Selection, Communication Breakers, Communication & Emotional Intelligence.
- **Conflict Resolution:** Type and Nature of Conflicts, Structural, Personality, Situational & Creative Conflicts, Resource Gathering Challenges, Conflict & Culture.
- **Negotiation Skills:** The Negotiator DNA, Key Negotiation Skills, Tools & Techniques, Creating ZOPA, Establishing Alternatives.
- **Emotional Intelligence:** The IQ & EQ Test, Situational Intelligence, Conflicts & EQ, EI & Communication Upskilling.

