HSM | Dr Hasan Murad School of Management
EXECUTIVE EDUCATION

STRATEGIC FINANCIAL MANAGEMENT



Two-day, High-impact Program

For current and aspiring c-suite leaders

"GOOD FORTUNE IS WHAT HAPPENS WHEN OPPORTUNITY MEETS WITH PLANNING"

THOMAS EDISON



40% - 60%

is the range by which firms that allocate capital strategically outperform competitors in shareholder returns.

McKinsey & Company

Today's high-stakes business climate demands executive intuition to be backed by solid financial insight. This intensive two-day masterclass empowers leaders with the tools to decode financial data, evaluate investments, optimize capital allocation, and lead with confidence in the boardroom.

Tailored for non-financial and financial executives alike, the program translates complex financial concepts into strategic levers for organizational growth.

DESIGNED FOR

- C-Suite executives (CEOs, CFOs, COOs and more)
- Senior leaders in corporates and multinationals
- Business heads preparing for enterprise roles

PROGRAM VALUE

- Contextualized for Pakistani leaders
- Led by senior faculty and practitioners
- Practical, not just theoretical
- Proven frameworks + peer learning
- Post-program support for real impact

STRATEGIC GAINS

By the end of the program, participants will be able to:

- Speak finance with clarity and impact
- Evaluate investments strategically
- Lead budgeting and cost control
- Align finance with business goals
- Strengthen boardroom influence



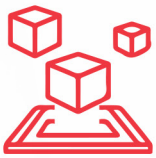


Course Material

PEDAGOGICAL EDGE



Case studies



Simulations

PROGRAM ROADMAP

DAY 1

FINANCIAL INTELLIGENCE FOR EXECUTIVE LEADERSHIP

Theme: Decode the Numbers. Drive the Vision

- Financial Fluency for Decision-Makers
- Cost & Profitability Mastery
- Cash Flow & Liquidity Management
- Interactive Case Study

DAY 2

STRATEGIC FORESIGHT IN FINANCIAL LEADERSHIP

Theme: See Beyond the Numbers. Shape What's Next.

- Strategic Risk & Financial Leverage
- Budgeting with Vision
- Financial Governance and Board Reporting
- Enterprise Valuation and Exit Planning
- Leadership Simulation

ADD-ONS AND POST-PROGRAM SUPPORT

PSYCHOMETRIC TESTING AND INSIGHTS

- Financial Decision-Making Style Assessment
- Personalized report + 1:1 debrief to align financial decisions with leadership style

3 POST-PROGRAM SESSIONS

- Financial Strategy Clinic
- Budget Alignment Session
- Executive Roundtable

Program Date:
December 22–23, 2026

Location:
The Nishat Hotel, Johar Town, Lahore

PROGRAM LEADERS

DR RAMLA SADIQ



Dr Ramla Sadiq is a seasoned leader with a career focused on developing Executives, MBAs, BBAs, for theoretical and application-based principles of accounting and financial analysis.

As the Associate Dean and MBA Director at HSM, she leads strategic direction of the school in academic quality, industry linkages, internationalization, and accreditation. She has published in notable journals such as Technological Forecasting and Social Change, Resources Policy, and Economic Research-Ekonomska Istraživanja, among other well reputed international journals.

AYESHA AGHA



Ayesha Agha is a seasoned finance leader serving as Country CFO at Siemens Healthcare, with extensive experience in commercial finance, global business services, and operational leadership. She has held key roles across finance transformation, supply chain finance, and regional leadership within the APME cluster. Known for her strategic insight and governance expertise, she drives sustainable growth through financial discipline, cross-functional collaboration, and high-performing teams.



ABOUT HSM

HSM at UMT is a prestigious institution dedicated to providing exceptional management education. Recognized as an HEC W4 category university, HSM's programs are known for their rigorous, result-oriented, and globally focused approach. With an emphasis on application-based learning, HSM equips future leaders, professionals, and executives with the knowledge, technology, skills, and insight needed to thrive in today's dynamic business landscape. Rooted in our vision of 'Developing holistic leaders,' we integrate a comprehensive understanding of leadership that encompasses not only professional acumen but also personal growth, ethical responsibility, and a global perspective.

THE World University Rankings 2025 by Subject

601-800 in Business and Economics

Leading Business School of Asia *by*

Newsweek

ACCREDITATIONS

NBEAC

National Business Education Accreditation Council

SAQS ACCREDITED

South Asian Quality Assurance System

TAKE THE **NEXT STEP** TOWARDS **IMPACTFUL LEADERSHIP**

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REGISTER NOW.

- Limited seats
- Certificate of Completion provided

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