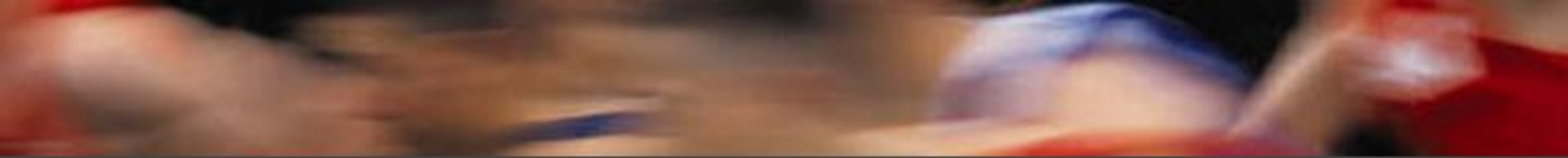


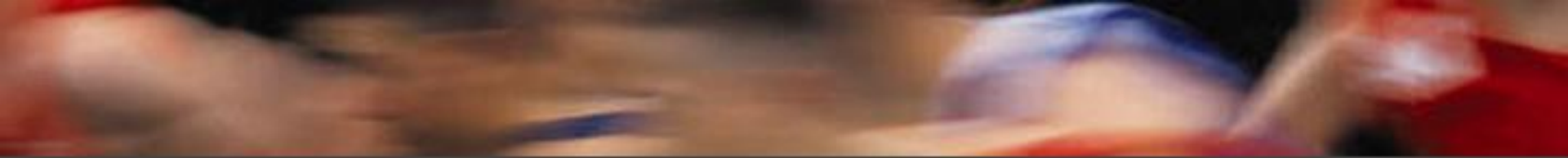


Financial Management for Engineers

Mr. Mirza Saleem Baig,
Head Islamic Banking,
Habib Bank Limited,



The purpose of any business is to generate profits for the share holder. A business requires many different skills as inputs. Engineering is one such skill.



A successful business is one that is able to create synergy amongst different input skills and create a profitable product or a service.



Companies producing well engineered products are:

- Microsoft
- Nike
- Apple

These companies are not only world class at engineering but also at:

- Management
- Marketing
- Supply Chain Management
- Production



Unfortunately many technical people think their skill is most crucial for the success of a business.

One contributory factor is poor curriculum that trains them as technicians and not as business managers



Engineers are trained in logic. They can excel in most walks of life.

Some famous engineers are:

- Leonardo Di Vinci: Artist
- Rowan Atkinson: Actor
- Jimmy Carter: US President
- Hun Jintao: Chinese Premier
- Leonid Brezhnev: Russian President
- Boris Yeltsin: Russian President
- Alfred Hitchcock: Writer

A large number of MIT graduates are hired by Wall Street Investment Banks

90% of students entering Indian Institute of Management are Engineers

36% of students entering Harvard and Wharton are engineers



Key areas where knowledge of finance assists

- Understanding drivers of business profitability
- Interpret financial data
- Understand the language of financial professionals
- Understand what accountants do
- Cash flow and working capital management
- Understand financial measures of performance