



12th Diploma Program in Corporate Finance

DATES

March 2 - August 8, 2020
 Calendar schedule available upon request

PROGRAM FEE

Php 105,000.00 (Early Eagle Rate until Feb. 17)
 Php 110,000.00 (Regular Rate)

HOW TO REGISTER ONLINE

www.cce.ateneo.edu

Email

mcamorongan@ateneo.edu
sales.cce@ateneo.edu

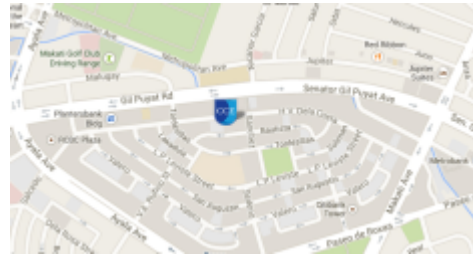
Call

+63(2)8830.2039

Schedules and prices may change without prior notice.

VENUE

Ateneo de Manila University - Salcedo Campus
 3/F Ateneo Professional Schools Bldg.,
 130 H.V. Dela Costa St., Salcedo Village,
 Makati City, Philippines



CUSTOMIZED PROGRAMS



We offer companies our tradition of service and excellence through customized programs fit for special organizational needs. Call us and lead the change!

PACKAGE INCLUSIONS:

- Program fee
- Training kit
- AM / PM snacks
- Lunch
- Certificate of course completion

Accreditations:



Member:



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November 21, 2019



"It was a mix of theories and experience-based style of teaching. The case studies and discussions were very relevant and up to date."

Jasper Vicencio
 Strategic Planning
 Leisure & Resorts World Corp.

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diploma

The ATENEO Brand
 is your Career Advantage

12th Diploma Program in Corporate Finance

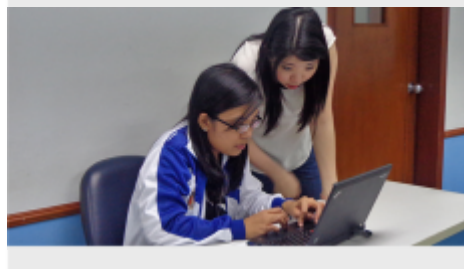
This intensive 25-day program is designed as a career-empowerment vehicle toward the most senior and rewarding careers in finance. It offers the participant the opportunity to acquire and develop the skills and competencies required of an investment banker, the strategic approaches and techniques of a consultant, and the analytical and methodical decision-making abilities of a corporate finance director.

Presented in three modules, the program fuses the discipline's fundamental theories and concepts into practical business applications and processes, from simple financial resource deployment to wealth and value creation.

The program draws heavily on the strength of the module facilitators who are all recognized industry practitioners with sterling credentials and the Ateneo de Manila University as a learning institution with the highest standards of academic rigor.

WHO SHOULD ATTEND

This course is recommended for individuals involved in the finance/treasury function across industry lines who would like to take their skills and abilities to the next level, junior finance practitioners interested in enhancing their career prospects, career professionals in other disciplines contemplating a career switch, and others who would like to explore in-depth issue/s that has/have direct relevance to their firms.



OBJECTIVES

Successful completion of the course enables the participant to:

1. Understand the basic objectives, the critical role and the strategic importance of finance in business;
2. Acquire and develop the skills and competencies required of a finance professional and become a proactive and productive member of the management team;
3. Understand the different capital structure framework models used to assess risk and return in capital allocation and in corporate diversification and risk management, and how these affect the value of the firm;
4. Learn and apply the best practices/approaches used by finance practitioners in valuing firms, raising funds, assessing and mitigating financial risks, and dealing with financial distress;
5. Understand the behavior of financial markets from the global and domestic fronts and the factors that affect them; and
6. Establish a steady stream of networking and business opportunities provided by the high-profile facilitators and class members.

PROGRAM CONTENT

The program, which employs lectures, interactive discussions, case studies and practical exercises, covers the following areas:

I. INTRODUCTORY MODULE: THE BASICS

- A. Objectives, role and importance of finance
- B. Financial statement analysis
- C. Financial planning
- D. Mathematics of finance and investment
- E. Working capital management
- F. Capital budgeting

II. INTERMEDIATE MODULE: FINANCIAL MARKETS AND CORPORATE FINANCE

- A. Investment portfolio creation
- B. Capital structure, financial leverage and cost of capital
- C. Dividend policies and practices
- D. Debt and equity securities
- E. Equity securities analysis
- F. Stock market operation

III. ADVANCED MODULE: SPECIAL TOPICS

- A. Company valuation: principles, methods, applications
- B. Investment banking
- C. Mergers and acquisitions
- D. Project financing
- E. Corporate financial risk management
- F. Financial restructuring and bankruptcy
- G. Business forum
- H. Integrating project

PROGRAM DIRECTOR



Mr. LARRY S. ESGUERRA IV is Director for Credit Programs at the Ateneo-BAP Institute of Banking, Program Director for Finance and Accounting at the Ateneo Center for Continuing Education and a Professor of Finance at the Ateneo Graduate School of Business. He is also Chief Financial Officer of a multinational construction and engineering firm and a diversified group of companies.

Mr. Esguerra has spent the greater part of his professional career in the financial services industry in the United States. Prior to his return to the Philippines, he was President and Chief Executive Officer of Golden Bay Federal Credit Union, a California-based, federally chartered credit union servicing the financial needs of military personnel and federal employees of the United States government. He also served as Vice President and Controller of Franklin Bank in Menlo Park, California; Associate Director of Capital Strategies Limited, a Hong Kong-based investment banking firm; and Resident Auditor of Citibank, N.A. in the Philippines.

Mr. Esguerra holds a Bachelors degree in accounting from the University of the Philippines and a Masters degree in Business Administration from the University of Phoenix. He is a Certified Public Accountant.