



ATENEUM DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS  
CENTER FOR CONTINUING EDUCATION



Financial Management

ONLINE PROGRAM

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# 15<sup>TH</sup> DIPLOMA PROGRAM IN CORPORATE FINANCE

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**December 1, 2021 - June 4, 2022**

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)



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# ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



# 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 this module enables the participant to:

- ➔ Understand the basic objectives, the critical role and the strategic importance of finance in business;
- ➔ Acquire and develop the skills and competencies required of a finance professional and become a proactive and productive member of the management team;
- ➔ 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;
- ➔ 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;
- ➔ Understand the behavior of financial markets from the global and domestic fronts and the factors that affect them; and
- ➔ Establish a steady stream of networking and business opportunities provided by the high-profile facilitators and class members.

# 15<sup>TH</sup> DIPLOMA PROGRAM IN CORPORATE FINANCE

This intensive online 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.

## PROGRAM OUTLINE

### 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 Finance
- E. Corporate Financial Risk Management
- F. Financial Restructuring and Bankruptcy
- G. Business Forum
- H. Integrating project

# PROGRAM DIRECTOR



**LARRY S. ESGUERRA IV**

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.

# RESOURCE PERSON



**MR. CHRISTIAN CANLAS**

Mr. Christian Canlas is the Director of Financial Markets and Sales of Standard Chartered Bank, Philippines. He nurtures the bank's relationship with corporations and financial institutions for financial markets. Further, he recommends financial solutions utilizing a wide range of spot, derivatives and structured products on foreign exchange, rates, and credit, and liaises effectively with trading and structuring teams.

Prior to this, he was the Head of Product Structuring Department of Sales and Structuring Division of the Metropolitan Bank & Trust Company (Metrobank). He also has teaching experience through the Derivatives Workshop of Metrobank, Basic Derivatives Seminar for End-users of the Money Market Association of the Philippines, and Interest Rate Derivatives and Basic Financial Mathematics Modules of the Ateneo-Bankers Association of the Philippines.

Mr. Canlas earned his Bachelors and Masters degrees in Applied Mathematics, major in Mathematical Finance, from the Ateneo de Manila University. He is a Certified Treasury Professional and a Certified Fixed Income Salesman.

# RESOURCE PERSONS



**IDA CENIZA TIONGSON**

Ms. Ida Ceniza Tiongson is the CEO-President of OPAL Portfolio Investments (SPV-AMC) Inc. Starting as a traditional banker, her expertise ranges from turning around businesses, corporate banking, to fund-raising, spanning 22 years of experience with National Australia Bank and Philippine National Bank.

She is presently sitting as the Trustee of the Institute of Corporate Directors, Fintech PH Association and Fintech Alliance PH. She is also the Vice Chairperson of Governance at the Management Association of the Philippines, and sits in various boards: Publicly listed Xurpas Inc and Fin Tech Global Resources Inc. Past board seats include Vitarich Corporation.

She has also been involved in drafting various business laws including the Financial Rehabilitation and Insolvency Act and the Revised Corporation Code.



**ATTY. MARK S. GORRICETA**

Atty. Mark S. Gorriceta is the Managing Partner and head of the Corporate Group of Gorriceta Africa Cauton & Saavedra. He is a well-recognized expert in the fields of Capital Markets, Securities Law, Mergers & Acquisitions and Technology Law. His experience is built on securities offerings, restructuring, and cross-border acquisitions. A multi-awarded legal practitioner, Atty. Gorriceta has been recognized as one of the Philippines' Top 100 Lawyers for 2020 by the Asia Business Law Journal (ABLJ) and also awarded as the Philippines' Managing Partner of the Year for 2020 by Asian Legal Business (ALB).

# RESOURCE PERSON



**MR. JAIME MENDEJAR**

Mr. Jaime Mendejar is Senior Vice President and Head of Financial Institutions Group and Public Sector at HSBC, where he oversees a team that manages relationships with local and foreign banks, insurance companies, brokers, asset managers, multilaterals and the public sector. Prior to this role, Jaime was Senior Vice President for Debt Capital Markets, also at HSBC, where he had over 13 years of investment banking experience, arranging a wide variety of capital market issuances, some of which have received global and regional awards.

He also teaches Investment Banking as a part time faculty at the Ateneo de Manila University.

He holds a Bachelor's Degree in Legal Management from Ateneo de Manila University.

# RESOURCE PERSON



**ATTY. RONALD LEDESMA**

Atty. Ronald Ledesma has an extensive experience in handling various litigation concerns of several prominent banks and special purpose vehicles, condominium corporations, and other local and foreign companies. He put up Ledesma Gonzales Law Offices continuing to service clients in advisory, remedial and general litigation practice. He was also appointed as Receiver for Overseas Freighters Shipping, Inc (OFSI).

Prior to this, he joined Villanueva, Bernardo and Gabionza Law Offices, where aside from tax advisory and corporate consultancy, he was involved in intellectual property cases, general and corporate litigation work before regular and appellate courts and the Securities and Exchange Commission.

He also joined Puno and Puno Law Offices where he was involved in various dealings, transactions and cases before regular and appellate courts, and various other government offices and agencies. For more than nine years, he has had extensive litigation experience successfully representing clients in various industries such as power, banking, securities, real estate development, insurance, retail, manufacturing, hotels, airlines and many others.

A great portion of his practice had been in remedial and advisory work for banks, financial institutions and debtors with respect to enforcement actions by or against debtors including but not limited to foreclosures, injunctive actions, actions for accounting, sum of money, torts and damages, among others.

Atty. Ledesma received his Juris Doctor degree from the Ateneo de Manila School of Law. He joined the Tax Division of an established auditing firm, Sycip, Gorres, Velayo and Co., where he was involved in various tax advisory and corporate consultancy matters.

# RESOURCE PERSON



**MR. FRANCIS "NIC" CHUA**

Mr. Francis "Nic" Chua is currently the First Vice-President and Head - Corporate Finance Group of the Development Bank of the Philippines where he oversees the Corporate Finance Group of the Development Bank of the Philippines where he oversees the Investment Banking and Capital Markets Departments of the Bank. Through the Investment Banking Department, the team provides financial and transaction advisory services to Government and private sector clients in relation to public-private partnerships, joint-ventures, privatizations, mergers and acquisitions, and other similar transactions; as well as structuring and syndicating project finance transactions.

Prior to heading the Corporate Finance Group, he led the Investment Banking Department where he served as the team leader of the transaction advisory team for several key infrastructure projects of the Government including the successful tenders of the NAIA Expressway Project and the LRT1 Cavite Extension, Operations and Maintenance Project. He was also part of the transaction team for the syndicated financing of the Tarlac-Pangasinan-La Union Expressway (TPLEX) and the syndicated financing in relation to the privatization of Petron Corporation. FVP Chua has been with DBP since 2007 and is a product of the DBP's multi-awarded Management Associates Program.

Mr. Chua holds an MSc in International Development: Development Finance from the University of Manchester, United Kingdom and dual Bachelor's Degrees in Development Studies and Economics with Minors in Development Management and Chinese Studies from the Ateneo de Manila University. He also undertook executive courses from the Renewables Academy AG on Green Banking: Renewable Energy Financing; from the Kennedy School of Government, Harvard University, USA on Public-Private Partnerships in Infrastructure; and from the Asian Institute of Management on Project Planning, Management, and Development, and on Practical Project Management in Public Investment from the same institute.

# RESOURCE PERSON



**Gavin Lee**

Mr. Gavin Lee is a facilitator at the Ateneo Graduate School of Business-Center for Continuing Education. He is also an Assistant Professor at the Cesar E.A. Virata School of Business (VSB) (formerly College of Business Administration) at the University of the Philippines – Diliman where he teaches Accounting and Finance. He has conducted numerous seminars and trainings for various institutions, including the Philippine Stock Exchange (PSE), Philippine Institute of Certified Public Accountants (PICPA), Institute of Internal Auditors – Philippines (IIA-P), and the Ateneo Center for Continuing Education (CCE).

Aside from his involvement with educational activities, Gavin is an Adviser at Unicapital Securities, Inc. for Equity Research. He is also a Director at Dearest, an online jewelry company that focuses on custom-made wedding rings and engagement rings, and an Adviser for TripZeeker, an online bazaar of travel experiences, activities, and tours that connects travelers with multiple tour operators across the globe.

Mr. Lee holds a Bachelor of Science degree in Business Administration and Accountancy and a Master of Science degree in Finance from the VSB at the University of the Philippines – Diliman.

He also holds the following professional certifications: Certified Public Accountant (CPA) – Philippines, Certified Internal Auditor (CIA), and Chartered Financial Analyst (CFA).

# 15<sup>TH</sup> DIPLOMA PROGRAM IN CORPORATE FINANCE

## PROGRAM DETAILS

### Schedule:

December 1, 2021 - June 4, 2022

### Learning Modality:

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)

## PROGRAM FEE

Php 99,750.00 (Early Eagle Rate)

Php 104,500.00 (Regular Rate)

*\*Schedules and prices may change without prior notice.*

## INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Attendance
- Printed Diploma (Upon Completion of Integrating Project)

## REGISTER NOW!

Ms. Maricar Camorongon  
(+63) 917 317 6227  
mcamorongon@ateneo.edu  
sales.cce@ateneo.edu

SCAN CODE  
TO REGISTER



*Experience*  
**EXCELLENCE**