



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



Financial Management

ONLINE PROGRAM

ACCOUNTING FOR MANAGEMENT DECISION-MAKING

February 28, 2022 - March 10, 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?

The professionals who will most benefit from the course are marketing and sales managers and all those who set profit targets. Also for entrepreneurs, manufacturers, and all units that generate revenues.

OBJECTIVES

At the end of this module, you shall attain:

- ➔ Formulate models, statements, and tables with the use of accounting and financial data for sound business decisions;
- ➔ Develop the ability to integrate various accounting and financial tools and techniques for maintaining sound operating performance and stable financial position for the firm;
- ➔ Appreciate the powerful features of cost and revenue accounting and related financial tools in any type or form of business organization;
- ➔ Understand and appreciate how an organization's accounting process is integrated into well-defined planning and control systems; and
- ➔ Apply the various techniques in evaluating and ranking capital investment projects.

ACCOUNTING FOR MANAGEMENT DECISION-MAKING

In this course offering, the analysis and reporting of accounting information is examined from the perspective of effective management decision-making with special emphasis on the planning and control responsibilities of practicing managers. It deals with the diverse processes involved in solving practical and potential business problems of short, medium, and long-range character as revealed and inferred from historical accounting and financial data and information.

This course offering will also allow the participants to apply all the concepts they have learned from the entire online sessions of the program. This is by creating a brief report of a particular real-world subject company from a context of the impact of the ongoing pandemic to business operations. The report is intended to be an additional concepts and application tool for the participants.

PROGRAM OUTLINE

I. Managerial accounting: An overview and introduction

- A. Importance and objectives
- B. Financial vs. managerial accounting
- C. Accounting's management functions

II. Understanding costs

- A. Basic decision concepts
- B. Cost terms, concepts, classifications

- 1. For financial reporting purposes
- 2. For predicting cost behaviors
- 3. For assignment to cost objects
- 4. For decision-making purposes
- C. Cost accumulation: job order vs. process costing

III. Managerial accounting: Planning focus

- A. Cost behavior: Analysis and use
- B. Cost-volume-profit relationships
- C. Variable costing
- D. Financial planning

IV. Managerial accounting: Control focus

- A. Standard costs
- B. Flexible budgets
- C. Relevant costs for decision-making
- D. Segment reporting and balanced scorecard

V. Special topics (as time permits)

- A. Regression analysis
- B. Financial statement analysis
- C. Cash flow analysis
- D. Capital Budgeting

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).

ACCOUNTING FOR MANAGEMENT DECISION-MAKING

PROGRAM DETAILS

February 28/Monday (5:30 pm - 9:00 pm)
March 3/Thursday (8:30 am - 4:30 pm)
March 7/Monday (5:30 pm - 9:00 pm)
March 10/Thursday (8:30 am - 4:30 pm)

Synchronous sessions via Zoom
Asynchronous sessions via access to the
AteneoBlueCloud (Canvas LMS)

PROGRAM FEE

Php 15,000.00 (*Early Eagle Rate*)
Php 16,500.00 (*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 Completion

REGISTER NOW!

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TO REGISTER



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