



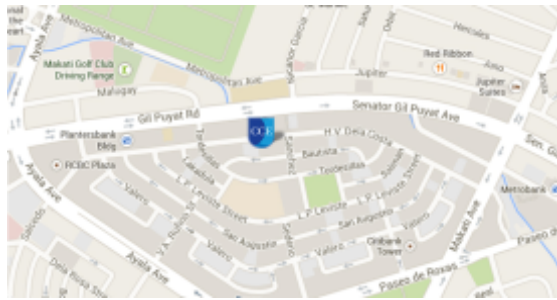
# Accounting for Non-Accountants I

## Package inclusions:

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

## 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!*

## Accreditations:



## Member:



## Follow us:



[cce.ateneo.edu](http://cce.ateneo.edu)

September 17, 2019



ATENEO DE MANILA UNIVERSITY  
 GRADUATE SCHOOL OF BUSINESS



financial management

# Accounting for Non-Accountants I

November 25 - 27, 2019

## DATES

November 25 - 27, 2019  
 Monday - Tuesday  
 9:00 am - 5:00 pm

## PROGRAM FEE

Php 17,700.00 (Early Eagle Rate until Nov. 11)  
 Php 19,200.00 (Regular Rate)

## HOW TO REGISTER Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

## Email

[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

## Call

+63(2)830.2039

Schedules and prices may change without prior notice.

CENTER FOR CONTINUING EDUCATION

This course is designed for individuals without accounting background but who need to understand and appreciate how business transactions are recorded, summarized, and interpreted for commercial decision-making purposes. Through a series of exercises, participants get a hands-on experience on the practical application of theories and concepts in the “accounting cycle,” from event/transaction recognition to financial statement preparation, review, and appreciation.

## Accounting for Non-Accountants I

### objectives

After the course, you will:

1. Gain an insight on the fundamental principles and concepts underlying resource valuation and income determination in business;
2. Explain the accounting process, structure accounting entries, and recognize basic lapses in transaction recording and financial reporting;
3. Appreciate the contents, purpose, usage, and limitations of financial statements, i.e., balance sheet, income statement, and cash flow statement for decision-making purposes; and
4. Install basic internal controls to safeguard assets and maintain the integrity of the accounting and financial reporting process.

### who should attend

1. Entrepreneurs
2. Business owners and decision-makers
3. Other professionals tasked to perform accounting or bookkeeping functions but do not currently possess the required training and/or skill for the job



### 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.

### program content

The course, which employs lectures, interactive discussions, and practical application exercises, covers the following areas:

- **Accounting and financial reporting overview**
  - Legal and functional forms of business organizations
  - Conceptual framework of accounting and financial reporting - basic accounting concepts, principles, terminologies; financial reporting rules
- **The accounting process**
  - Essential components
  - Double entry bookkeeping
  - The accounting cycle
  - The accounting process: Practical application
- **Basic financial statement analysis**

For more details about the program, visit our website at [www.cce.ateneo.edu](http://www.cce.ateneo.edu).

### complementary courses

#### Credit Analysis

September 30 - October 4, 2019

#### Accounting for Management Decision-Making

November 25 - 27, 2019

#### The Business of Treasury: Banking Perspective

February 8, 15, & 22, 2020