



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



Financial Management **ONLINE PROGRAM**

ACCOUNTING FOR NON-ACCOUNTANTS I

November 9, 10, 16, 17, 23, & 24, 2021

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)



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WHO SHOULD ATTEND?

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

OBJECTIVES

After the course, you will:

- ➔ Gain an insight on the fundamental principles and concepts underlying resource valuation and income determination in business;
- ➔ Explain the accounting process, structure accounting entries, and recognize basic lapses in transaction recording and financial reporting;
- ➔ 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
- ➔ Install basic internal controls to safeguard assets and maintain the integrity of the accounting and financial reporting process.

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.



ACCOUNTING FOR NON-ACCOUNTANTS I

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.



PROGRAM OUTLINE

I. Accounting and financial reporting overview

- A. Course coverage, objectives and format
- B. Legal and functional forms of business organization
- C. Conceptual framework of accounting and financial reporting
 - 1. Basic accounting concepts, principles, terminologies
 - 2. Financial reporting rules (PAS, PRFS, IAS, IFRS)
- D. Exercises

II. The accounting process

- A. Essential components
 - 1. Chart of accounts
 - 2. Transaction media
 - 3. Books of accounts
 - 4. Financial statements
- B. Double entry bookkeeping
- C. The accounting cycle
- D. The accounting process: Exercises and practical application
 - 1. Transaction analysis
 - 2. Journal entries
 - 3. Ledger posting
 - 4. Trial balance
 - 5. Adjusting entries
 - 6. Financial statement preparation
 - 7. Closing entries

III. Basic financial statement analysis

- a. Understanding financial statements: Format, contents, uses, limitations, variations
- b. Critical information
- c. Illustrative review of balance sheet, income statement and

RESOURCE PERSON



**MR. LARRY S.
ESGUERRA IV**

Mr. Larry S. Esguerra IV is the 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 Californiabased, 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.

ACCOUNTING FOR NON-ACCOUNTANTS I

PROGRAM DETAILS

November 9, 10, 16, 17, 23 & 24, 2021
Tuesdays and Wednesdays
2:00 pm - 6:00 pm | Via Zoom

PROGRAM FEE

PHP 16,500.00 (Early Eagle Rate)
PHP 18,000.00 (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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