



**DATES**  
 September 14, 20 & 21, 2019  
 Friday & Saturdays  
 9:00 am - 5:00 pm

**PROGRAM FEE**  
 Php 17,700.00 (Early Eagle Rate until Aug. 31)  
 Php 19,500.00 (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)830.2050

*Schedules and prices may change without prior notice.*

## Investment Banking

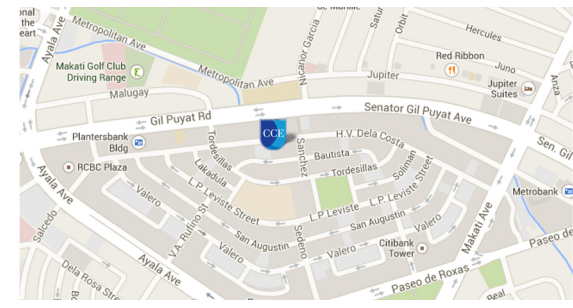
### Advanced Module: Diploma Program in Corporate Finance

#### 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



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ATENEO DE MANILA UNIVERSITY  
 GRADUATE SCHOOL OF BUSINESS



## financial management

# Investment Banking

## Advanced Module: Diploma Program in Corporate Finance

With the current state of the domestic and global financial markets, this may not be the most auspicious time “to go public,” but it undoubtedly can be the perfect time to learn and understand the process.

This process—of *going public* or, in laymen's terms, simply the sale and distribution of a new offering of securities—has traditionally been associated with the term *investment banking*. The association has a strong foundation, but through the years, this traditional view of investment banking has radically been transformed to include many other revenue-generating and support activities.

This rigorous three-day module provides the participants with a broad view of today's investment banking while staying focused on its primary function, *i.e.*, securities underwriting. Participants are given a guided tour of how security issues are packaged, registered, underwritten, issued, listed, purchased and sold in the secondary market. They are given detailed step-by-step illustration of how particular securities are offered to the public via private placements and initial public offerings (IPO). Various valuation techniques and pricing considerations are reviewed in relation to the topic/s being discussed. The role of venture capital and asset securitization in funds-raising will also be discussed.

## Investment Banking

### Advanced Module: Diploma Program in Corporate Finance

## objectives

Successful completion of this module enables the participants to:

1. Identify and assess suitable IPO candidates;
2. Understand the advantages and disadvantages of public offerings;
3. Prepare SEC-required registration statements and other supporting documents, *e.g.*, the prospectus, underwriting agreement, disclosure statements, historical as well as projected financial statements, etc.;
4. Offer strategy, valuation, pricing and timing advice to IPO candidates;
5. Appropriately coordinate public issues with accountants, lawyers and regulatory bodies; and
6. Manage security underwritings for their firms.

## resource person



**MR. JAIME ALEJANDRO F. MENDEJAR** is the Senior Vice President for Debt Capital Markets at The Hongkong and Shanghai Banking Corporation (HSBC) where he executed a wide range of debt capital market deals for a variety of issuers and some of which have received global and regional awards. He is also part of the faculty of the Ateneo de Manila University teaching finance elective class on Investment Banking.

Prior to this, he held other posts, such as Vice President and Manager for Dept Capital Markets. He was also the Manager for Cards Portfolio Management.

Mr. Mendejar has a Bachelor's degree in Legal Management from the Ateneo de Manila University.

## program content

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

- Investment banking and the money and capital markets: a brief introduction
- Rationale and applicable frameworks for going public
- Applicable laws and regulations
- Identification and selection of suitable candidates
- Preparation of registration statements, prospectuses and other relevant documentation
- Determination of offering strategy, valuing, pricing and timing of the issue
- Coordination with underwriting and selling agents and other consultants
- Listing in the Philippines Stock Exchange
- After issuance/listing responsibilities
- Role of venture capital and asset securitization in funds raising

## who should attend

This module is highly recommended for investment bankers, business professionals and entrepreneurs, and other finance practitioners involved, one way or another, in structuring ways of tapping the financial markets as potential sources of capital. Those familiar with or have adequate working knowledge of company valuations, business acquisitions and basic business statistics, specifically, regression and variance analyses, standard deviation, etc., will find this module most meaningful and beneficial.