



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



CENTER FOR CONTINUING EDUCATION

Financial Management **ONLINE PROGRAM**

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# FINANCIAL MARKETS AND CORPORATE FINANCE

12<sup>th</sup> Diploma Program in Corporate Finance: Intermediate Module

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August 5, 6, 8, 12, 13, & 15, 2020



The background of the slide is a photograph of a university hallway. Two young women are walking towards the camera, smiling and talking. They are carrying books and bags. In the background, another student is visible, and a clock is mounted on the wall. The hallway has a polished floor and brick walls on one side.

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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 designed for chief executive officers, chief financial officers, financial analysts, investment analysts, accountants, and practitioners who wish to upgrade their understanding and skills in financial management issues and problems.

## OBJECTIVES

At the end of this module, you shall attain:

- ➔ A clear understanding of the behavior of financial markets from the global and domestic setting, and the factors that affect them;
- ➔ A solid understanding of capital structure using the balance sheet model framework, its cost and long-term effects on risks and returns;
- ➔ Adequate skill in determining financial options based on the analysis of the financial markets, taking into account costs, risks, returns and prices;
- ➔ A practical insight into the operation of the stock market, its opportunities and prospects for financing decision choices and investment prospects;
- ➔ A broad view of the operations of the debt market, its costs, risks, returns, and prices; and
- ➔ A good understanding of the nature, type and impact of dividend policy on capital structure, risks, and returns.



# FINANCIAL MARKETS AND CORPORATE FINANCE

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This online program is designed to provide the participants with a substantive background on the financial markets as potential sources of capital, and the various financial instruments/securities firms use as vehicles to raise funds.

The module presents the capital structure theories, cost of capital, and dividend policy formulations that affect the behavior of the financial markets. It likewise discusses the determinants of optimal capital structure that diminish cost of capital and enhance firm value.

The module also covers the basic principles of equity valuation crucial for performing equity research, recommendations, peer comparisons and portfolio creation and management. Participants will also take a practical look at stock market trading and operations.

### PROGRAM OUTLINE

- I.** The balance sheet model as a capital structure
- II.** Cost of capital and the weighted average cost of capital (WACC)
- III.** Optimal capital structure: ideal or practical?
- IV.** The capital markets: debts and equities
- V.** Dividend theories, policies and practices
- VI.** Equity securities analysis
- VII.** Portfolio creation and management
- VIII.** Stock market trading and operations



# RESOURCE PERSON



**Gavin Lee**

He is 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®).



# PROGRAM DIRECTOR



**Larry S. Esguerra IV**

He 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.



# FINANCIAL MARKETS AND CORPORATE FINANCE

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### PROGRAM DETAILS

August 5, 6, 12, & 13 (Wednesdays & Thursdays)  
5:30 pm – 9:00 pm  
August 8 & 15 (Saturdays)  
8:30 am – 12:00 nn  
via ZOOM

### PROGRAM FEE

Php 16,550.00 (*Early Eagle Rate*)  
Php 19,550.00 (*Regular Rate*)

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

### INCLUSIONS

- Certificate of course completion
- Soft copies of materials can be accessed & downloaded through Canvas Learning Management System
- Digital badge

## REGISTER NOW!

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SCAN CODE  
TO REGISTER





*Experience*  
**EXCELLENCE**

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