



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



Financial Management **ONLINE PROGRAM**

FINANCE 101: ESSENTIALS OF FINANCIAL MANAGEMENT

December 1, 2, 3, 9, 10, 16 & 17, 2021

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?

This course is recommended for individuals involved in the finance/treasury function across industry lines, stock, investment and financial analysts of stock brokerage firms, and business entrepreneurs who would like to put a better handle on their firms' financial affairs.

OBJECTIVES

Successful completion of this module enables the participants to:

- ➔ Appreciate and understand the objectives, role and importance of finance in business;
- ➔ Learn the concepts, related calculations and practical applications of the mathematics of finance and investments;
- ➔ Utilize basic financial planning and forecasting tools for business decisions;
- ➔ Identify, define, analyze and manage the various types of risks the finance manager faces in the routine course of business;
- ➔ Efficiently manage a firm's working capital accounts;
- ➔ Evaluate long-term investments/projects using the most effective evaluation methodologies;
- ➔ Identify, describe and evaluate the various short-, medium- and long-term financing sources available to a firm;
- ➔ Calculate and understand the importance of a firm's weighted average cost of capital.

FINANCE 101: ESSENTIALS OF FINANCIAL MANAGEMENT

The finance function plays a crucial role in ensuring the continuing viability of a firm particularly during periods of uncertainty. This basic course examines through a “user-friendly,” yet comprehensive way the finance function in the corporate setting, its scope of responsibilities and authorities, and its linkages with other segments of the organization. Emphasis is placed on the discipline as a function of management, on the routine problems encountered by the financial manager and his/her methods of solution, and the rationale for his/her decisions.

The course doubles as “Introductory Module” for the Center’s rigorous Diploma in Corporate Finance Program. It is an excellent venue, too, to understand and appreciate the discipline’s *raison d’être* and its multidisciplinary reach.

PROGRAM OUTLINE

MODULE 1 FINANCIAL STATEMENT ANALYSIS

- A. Review of key accounting principles and concepts
- B. Accounting and financial reporting rules
- C. Financial statements appreciation: contents, limitations
- D. Critical analysis areas
- E. Pragmatic review of financial statements
- F. Common danger signals

MODULE 2 THE FINANCE FUNCTION: AN OVERVIEW AND INTRODUCTION

- A. Importance and goal in the corporate setting
- B. Responsibilities of the finance manager
- C. Key ideas in financial management
- D. Structure of the financial system

MODULE 3 MATHEMATICS OF FINANCE AND INVESTMENTS

- A. Time value of money: concepts, principles, formulas
- B. Illustrative calculations
- C. Practical applications for decision-making

MODULE 4 BASIC FINANCIAL PLANNING AND CONTROL

- A. Break-even analysis
- B. Operating and financial leverage
- C. Basic budgeting and financial forecasting

MODULE 5 WORKING CAPITAL MANAGEMENT

- A. Working capital fundamentals
- B. Cash management
- C. Short-term financing

MODULE 6 INVESTMENT & FINANCING DECISIONS

- A. Project evaluation techniques
- B. Risk/Return analysis
- C. Capital budgeting process
- D. Financial structure, use of leverage, and cost of capital
- E. Intermediate- and long-term financing methods

PROGRAM DIRECTOR



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 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.

FINANCE 101: ESSENTIALS OF FINANCIAL MANAGEMENT

14th Diploma in Corporate Finance

PROGRAM DETAILS

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)

December 1, 2, 3, 9, 10, 16 & 17, 2021

Wednesday, Thursdays, Fridays

Breakdown:

December 1, Wednesday, 8:30 am - 4:30 pm

December 2, 3, 9, 10, 16, & 17/Thursdays and Fridays,
5:00 pm - 9:00 pm

PROGRAM FEE

Php 21,000.00 (*Early Eagle Rate*)

Php 23,500.00 (*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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SCAN CODE
TO REGISTER



Experience
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