



## DATES

March 2 - 6, 2019  
Mon - Wed (1:00 pm - 6:00 pm)  
Thurs - Fri (9:00 am - 5:00 pm)

## PROGRAM FEE

Php 24,500.00 (Early Eagle Rate until Feb. 17)  
Php 27,500.00 (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

+(632) 88302039

Schedules and prices may change without prior notice.

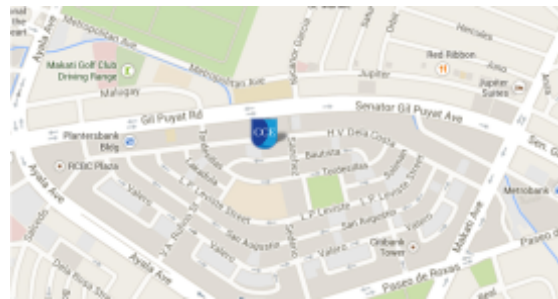
# Finance 101

## 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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November 21, 2019



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



financial management

# Finance 101

Essentials of Financial Management

 CENTER FOR CONTINUING EDUCATION

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.

# Finance 101

## Essentials of Financial Management

### objectives

Successful completion of the course enables the participant to:

1. Appreciate and understand the objectives, role and importance of finance in business;
2. Learn the basic techniques in analyzing financial statements;
3. Learn the concepts, related calculations and practical applications of the mathematics of finance and investments;
4. Utilize basic financial planning and forecasting tools for business decisions;
5. Identify, define, analyze and manage the various types of risks the finance manager faces in the routine course of business;
6. Efficiently manage a firm's working capital;
7. Learn and apply the various methodologies in evaluating long-term investments/projects effectively;
8. Identify, describe and evaluate the various short-, medium- and long-term financing sources available to a firm; and
9. Calculate and understand the importance of a firm's weighted average cost of capital.

### 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, case studies and practical exercises, covers the following areas:

- The finance function in the corporate setting: an overview and introduction
- Basic techniques of financial analysis
- The mathematics of finance and investments
- Basic financial planning and forecasting
- Working capital management
- Project/investment evaluation: concepts, mechanics, evaluation methodologies
- Capital structure and Weighted Average Cost of Capital (WACC) estimation

*\*Topics will be covered extensively in the Advanced Module of Diploma Program in Corporate Finance*

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

### 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.

### complementary courses

**The Business of Treasury: Corporate Perspective**  
January 30 - February 1, 2020

**The Business of Treasury: Banking Perspective**  
February 8, 15, & 22, 2020