



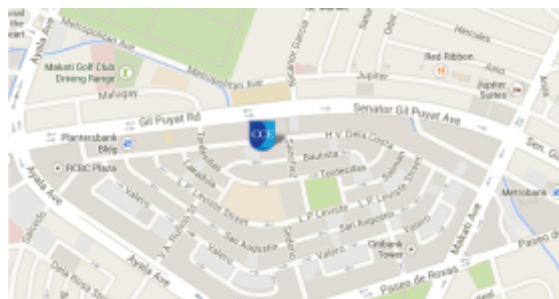
Techniques of Financial Analysis

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



DATES

April 20 - 24, 2020
 Monday-Wednesday
 (1:00 pm-6:00 pm)
 Thursday-Friday
 (9:00 am - 5:00 pm)

PROGRAM FEE

Php 24,500.00 (Early Eagle Rate
 until Apr. 6)
 Php 27,500.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

(+632) 88302039

Schedules and prices may
 change without prior notice.



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November 25, 2019



ATENEO DE MANILA UNIVERSITY
 GRADUATE SCHOOL OF BUSINESS



financial management

Techniques of Financial Analysis

April 20 - 24, 2020

 CENTER FOR CONTINUING EDUCATION

This course provides the participants with the basic concepts and tools used in analyzing and interpreting financial data. Specifically, the course is meant to assist professionals involved in making credit decisions evaluate the credit worthiness of credit applicants using financial statements and other relevant financial information. Specific analytical tools and related financial concepts are likewise discussed from the investment decision-making viewpoint.

Techniques of Financial Analysis

objectives

After the course, you will:

1. Learn the various tools and techniques in analyzing financial reports, understanding which of these tools and techniques are applicable to specific situations;
2. Recognize the interrelationships among financial statement numbers and other related reports, and perform an accurate and comprehensive analysis thereof; and
3. Draw intelligent conclusions therefrom and critically evaluate subject's financial performance.

who should attend

Bank account officers, credit analysts and branch managers with lending functions will benefit the most from this course in line with their continuing professional skills development. Those in other industries involved in analyzing and approving credits will likewise benefit from this course.



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, and practical application exercises, covers the following areas:

- Accounting and financial reporting overview
 - Conceptual framework of accounting and financial reporting
 - Basic accounting concepts and principles
 - Financial reporting rules (PAS, IAS, PFRS, IFRS)
- Diagnostic evaluation of financial statements
 - Understanding financial statements
 - Critical areas of analysis
 - Common danger signals
 - Performance measures by area and viewpoint
- Techniques of financial analysis
 - Overview of financial statement analysis
 - Comparative statement analysis
 - Recognizing the symptoms of business failure
 - Financial statement recasting and validation techniques
 - Analysis caveats
- Summary exercises and case studies

For more details about the program, visit our website at www.cce.ateneo.edu.

complementary courses

12th Diploma Program in Corporate Finance

March 2 - August 8, 2020

This intensive 25-day program is designed as a career-empowerment vehicle toward the most senior and rewarding careers in finance.

Finance 101: Essentials of Financial Management

March 2 - 6, 2020

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.