



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Finance for Non-Finance Managers Online Program

Develop your Financial Credence for Decision-Making  
by understanding the Numbers behind the Business

Ten half-days starting January 25, 2021



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## OVERVIEW

Finance for Non-Finance Managers (FNFM) addresses the needs of functional managers and executives from various fields of specialization who want to gain a more integrated perspective of the inter-related functions of a firm. The course provides an understanding of the financial tools and techniques and their application to various managerial functions and strategic decisions. The program's tiered structure is appropriate for managers and executives with varying levels of familiarity with financial management concepts and processes.

## PROGRAM OBJECTIVES

- Managerial Use of Financial Statements
- Managing Financial Performance
- Managing Cost and Profit
- Capital Budgeting and Long-Term Financial Planning
- Short-Term Financial Planning

## WHAT YOU WILL LEARN

- The Structure and Contents of the Financial Statements
- Dissecting Risks in the Financial Statements
- What is the story behind the financial statements
- Tools and Techniques of Financial Analysis
- The Du Pont Method of Financial Analysis
- A Closer Look at ROA and ROE
- Understanding Costs and Management Decisions
- Cost Concept and Classification
- Cost-Volume-Profit Analysis
- Breakeven for multiple products
- Activity Based Costing
- Customer Profitability Analysis
- Use of Time Value of Money in Capital Budgeting
- Evaluating Capital Expenditures
- Working Capital Management
- Cash Budget and Management
- Receivables and Inventory Management

## KEY BENEFITS

The participant will experience the financial and business management processes and be able to practice effective management skills through the participative discussion method of learning. He will be trained in financial analysis and problem solving as applied in business. His self-confidence will be enhanced through effective skills in communication and presentation. The course also provides opportunities for learning from the experience of other participants through exchange of ideas in group discussions.

## WHO SHOULD ATTEND

Officers and managers of enabling functions, leaders of business units and executives of business organizations, family corporations, and nonprofit organizations.

## PROGRAM SCHEDULE

January 25, 27, 30, February 1, 3, 8, 10,  
19, 22, 24, 2021  
8:30 AM to 12:30 PM (GMT+08)

## PROGRAM FORMAT

Delivered online via live virtual interactive  
sessions in Zoom

## PROGRAM FEE

PHP 45,000.00 or USD 900.00

\*USD 1 = PHP 50.00

## YOUR PROGRAM FACULTY



Alberto G. Mateo, Jr.  
Clinical Professor, Finance & Leadership  
Asian Institute of Management

To find out how you can participate,  
contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or  
visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at  
<https://go.aim.edu/seellprogramcalendar>



FOR INQUIRIES:

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## Your Program Faculty



Alberto G. Mateo, Jr.  
Clinical Professor, Finance & Leadership  
Head, School of Executive Education and Lifelong Learning  
Asian Institute of Management

Professor Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions. He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.



**John Francis "Kiko" Diaz, PhD, RFP®, CRMC™**  
Associate Professor, Finance and Accounting  
Asian Institute of Management

Professor Kiko Diaz is a core faculty of the Asian Institute of Management. He teaches Finance, Managerial Accounting and Risk Management courses. He is a **Corporate Risk Manager Certified (CRMC™)** by the Management and Strategy Institute, PA, USA. He is also a Registered Financial Planner (RFP) in the Philippines. He holds a Master of Business Administration (MBA) degree from the University of the Philippines, and a PhD in Business degree from Chung Yuan Christian University, Taiwan. Dr. Diaz started his career in risk management from Taiwan where he held several Risk Management workshops. His research interests include international financial markets and investments, corporate finance, and non-linear methodologies.



Emmanuel Q. Canivel  
Adjunct Faculty  
Asian Institute of Management

Prof. Emmanuel Q. Canivel is an Adjunct Faculty of the Institute. His expertise lies in Strategic Management, Financial Institutions Risk Management, Corporate Risk Management, Investment Institutions Risk Management, Asset Liability Management, and Structured Trade Finance. He has a Master in Business Management and graduated with Distinction at the Institute. He also has academic background in Management Engineering at the Ateneo de Manila University.