



"As an anesthesiologist, I knew nothing about investments. But with this course, after a few months, I have been certified by the PSE as a securities specialist alongside bankers, stock analysts, investment managers, and long-time investors. Some say that this may or may not be the best time to invest, but it sure is the best time to learn about the stock market. When the bull market arrives, I'll be ready for it."

- Dr. Rolan H. Carreon, MBA
Class Valedictorian, 1st PSE-Ateneo CCE CSSC

4th PSE-Ateneo CCE Certified Securities Specialist Course

April 17 - August 20, 2010

KNOW MORE ABOUT THE STOCK MARKET

Learn and master the stock market and capital market industry from our pool of resource speakers/lecturers who are highly recognized experts in their fields.

ENHANCE YOUR TRADING ANALYTICAL SKILLS

Develop and improve your investment strategies, trading, and analytical competencies with the program's comprehensive 12-course curriculum.

BECOME A RECOGNIZED SECURITIES SPECIALIST

The certification as a PSE Certified Securities Specialist is awarded upon successful completion of the course.

PLUS!

The program exclusively offers the following additional values for participants:

- One-day pre-requisite courses on Basic Mathematical Finance and Business Ethics
- Review class and online certification exam
- Credit your full-course enrollment in the program to a six (6)-unit elective under the Ateneo Graduate School of Business (AGSB) MBA program.*

*Applicable upon enrollment to the AGSB MBA program and upon completion of the PSE Certified Securities Specialist Course required sitting hours and equivalent Quality Point Index (QPI) grade.

HOW TO REGISTER

Online: www.cce.ateneo.edu
Email: cce-abib@aps.ateneo.edu
Call: Art Oledan - 830.2041
Marleth Calanog - 840.1742

The **ATENEO** Brand
is your Career Advantage

The Philippine Stock Exchange Certified Securities Specialists Course (PSE Securities Course) is comprised of 12 subject areas focused on equities market and capital market industry. It provides you with the theories, tools, and functions of investing and trading in the stock market.

You will receive two (2) additional courses as a review for professionals and an introduction for those who want to invest in the future.

This course will also prepare you for the PSE Certified Securities Specialist Course Certification Exam. Those who successfully complete the full-course program in AGSB-CCE can earn a six-unit elective in the MBA program of Ateneo.

4th pse certified securities specialist course

objectives

1. To provide a continuing education program for the public that will enhance their knowledge about the capital market industry, with specific focus on the equities industry;
2. To enhance the investing, trading, and analytical skills of investors and industry practitioners; and
3. To promote an investment culture among Filipinos and the general public.

methodology

The PSE Securities course is delivered by way of a number of teaching methodologies. Lecture discussions, concept application to actual settings, case studies, simulations, and group dynamics are conducted to ensure participants' full understanding and appreciation of the course. Multi-media presentations are also used to complement classroom discussions. Regular quizzes will also be given aside from the certification exam.



program director



Mr. Leonardo G. Quintio is a veteran of the equities industry with almost 15 years experience. He started off as a floor trader when he obtained his Certified Securities Representative license from the Securities and Exchange Commission in 1995. He served as retail trader and equity portfolio manager for big institutional clients such as SSS, GSIS & Petron Retirement Fund, and rose through the ranks to become the Head of the Sales and Trading Group and also Chief Technical Analyst of UrbanCorp. Securities, Inc. from 1996-2001.

Currently, he is the Head of the Market Education Department, Capital Markets Development Division, of the Philippine Stock Exchange. He is also Chairman of the Technical Working Committee for Business Administration and a member of the Technical Panel for Business and Management Education of the Commission on Higher Education. He is likewise Vice President of the Capital Markets Institute of the Philippines, Director of the Association of Securities Analysts of the Philippines, member of the Asian Investor Education Council and a former Director of the Bank Marketing Association of the Philippines. He is an Honorary Fellow of the Philippine Council of Deans and Educators in Business. He is also a member of the task force for financial literacy of the Asian and Oceanian Stock Exchanges Federation.

Mr. Quintio is a graduate of the Korea Capital Markets Course, the PSE Certified Securities Specialist Course and was a delegate to the World Federation of Exchanges Investor Education Conference, Daiwa Japan Capital Markets Conference and a guest speaker at the Korea Investor Education Working Conference. He has also undergone extensive training in Market Intelligence at Siam Commercial Bank in Thailand.

program content

- Pre-requisites:** Basic Financial Mathematics
Business Ethics
- Course 1:** Organization and Functioning of Financial Markets
- Course 2:** Review of Statistics
- Course 3:** The Analysis and Use of Financial Statements
- Course 4:** Macroeconomic and Industry Analysis
- Course 5:** Company Analysis and Stock Valuation
- Course 6:** Relative Valuation Techniques and Measure of Value Added
- Course 7:** Technical Analysis
- Course 8:** Equity Portfolio Management and Performance Evaluation
- Course 9:** Modern Portfolio Theory and Practice
- Course 10:** An Introduction to Derivative Markets and Securities
- Course 11:** Ethics in the Professional Asset Management Industry
- Course 12:** The Securities Regulation Code
- Examination Review Certification Exam**

who should attend?

1. Individuals and Investors
 - a. Professionals
 - b. Entrepreneurs
 - c. Professors of business-related courses
 - d. Graduate students
2. Market Practitioners
 - a. Securities representatives
 - b. Traders
 - c. Analysts
 - d. Investment advisers
 - e. Backroom operations personnel
3. Executives, officers or employees of:
 - a. Philippine Stock Exchange
 - b. Securities and Exchange Commission
 - c. Government financial institutions
 - d. Private corporations or listed companies
4. Other interested individuals