



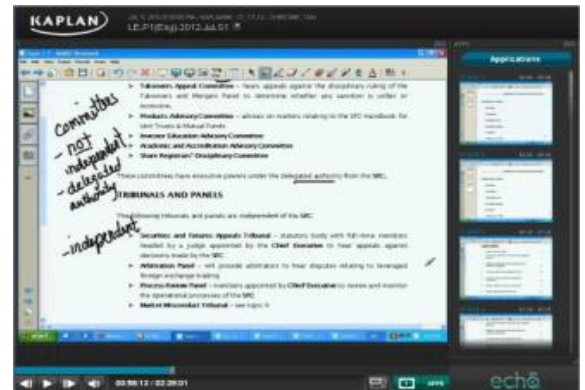
Professional Development Online Short Courses

Kaplan offers a comprehensive range of online modules that address core skills that market practitioners need every day. Each online module addresses both core knowledge and practice but is also current and reflects the latest developments in a fast changing world.

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Highlights

- Video instruction in English (5 hours per module)
- Unlimited review during the 3-month subscription period
- Trainer's annotation captured
- Practical exercises and case studies
- Assessment test
- Download course manual directly from online portal
- CPT awarded*



Who should attend?

Legal | Accountants | Client services | Compliance | Human Resources
IT | Media | Public Relations | Operations | Sales & Marketing | Junior Analysts

Interpretation of Financial Statements

Become familiar with the basic concepts, standards and practices of financial accounting

Debt and Equity Capital Markets

Understand global finance system, including the major individual and institutional players, and their roles and responsibilities

Features, characteristics, risks and returns

Equity Valuation and Ratio Analysis

Interpret different financial ratios

Analyze different approaches and methodologies for equity valuation

Practical application and integration of finance and accounting concepts to valuing companies from an investor's perspective

* CPT certificates will be granted to those participants who have:

1. Watched all of the video content (based on time log in, log out and video clicks in the online portal)
2. Achieved a score of 70% or above in assessment test

Enquiries / Registration

G/F to 3/F, E-Tech Centre, Nos 402-406 Hennessy Road, Wanchai (Causeway Bay MTR Exit A)

Hotline: 2526 3686 Email: hkfmkt@kaplan.com

www.kaplan.com.hk



Course Outline

Interpretation of Financial Statements - 001

- Introduction to accounting: objectives, users, limitations of financial reporting
- Financial statements types: the income statement, balance sheet, cash flow statement, statement of comprehensive income, statement of change in equity
- Financial statements accounts: major account, liability and equity accounts
- Financial statements format: account format, report format, liquidity format, classifications
- Financial reporting standards: IFRS, US GAAP, PRC GAAP
- Revenue recognition
- Expense recognition
- Non-operating items
- Case study
- Accounting changes – types and appropriate treatments
- Earnings per share – use and computation methodologies
- Comprehensive income
- Balance sheet classification: current vs long-lived assets, current vs long-term debts
- Tangibles and intangibles: definitions, different accounting treatments, basic understanding of goodwill
- Capitalization
- Liabilities and equity: their differences, priority of claims
- Presentation and structure of cash flow statement
- Cash flow classification issues: operating, investing, and financing cash flows
- Direct and indirect method
- Case study

Debt and Equity Capital Markets - 002

- The role, functions, and characteristics of a financial system
- Classification of assets
- Classification of markets
- Major players
- The roles of financial intermediaries and how they help the major market players
- Market structures
- Characteristics of equity and shareholders
- Types of equity
- Foreign equity
- Bond features
- Types of bonds
- Additional embedded features of bonds, including call/put features, refund/prepayment options
- Understanding issuance of government bonds and corporate bonds
- Types of corporate bonds
- Priority of claims
- Different types of corporate debt securities, their features and structures
- Interest rate risk
- Reinvestment risk
- Credit risk
- Measuring credit quality and fundamentals of credit analysis

Equity Valuation and Ratio Analysis - 003

- Ratio interpretation
- Common-size financial statements
- Activity ratios
- Liquidity ratios
- Solvency ratios
- Profitability ratios
- Valuation ratios
- The DuPont system
- Sustainable growth rate
- Limitations of financial ratios
- Price-earnings (P/E) ratio
- Other price-related ratios
- Enterprise value multiples
- How to estimate the value of a company using price multiples
- Estimate fair values of assets and liabilities
- Use of liquidation value
- Advantages and disadvantages of the different approaches
- Case study

Course Instructor

Ronald Chan. MBA. MAcc. CFA

Ronald graduated from University of Waterloo, Canada, having read Mathematics. He went on to qualify as a chartered accountant with KPMG Canada, specializing in private equity audits, financial reporting, financial analysis, and corporate finance. After he left KPMG, Ronald spent two years as an equities controller at Goldman Sachs in Hong Kong, where he performed financial analysis for different business sectors and prepared valuation reviews for financial instruments. He also spent 4 years in Aviva North America as Manager of Financial/Management Control. His responsibilities included management reporting, financial reporting, financial analysis, budgeting, market research, and advising on M&A and business risk. Previously he was manager of a leading accounting and consultancy firm in Hong Kong. He is responsible for conducting pre-IPO reviews for IPO sponsors, assessing listing applicants' readiness and compliance to the Hong Kong Stock Exchange listing rules, as well as advising clients on financial, operational and regulatory issues.

Ronald received his Master of Accounting from the University of Waterloo in 2002, and an MBA (finance specialization) from the Schulich School of Business at York University in 2007. Ronald has been a CFA Charter holder since 2006.

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