



## ORGANIZERS



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# Advanced **STOCK MARKET** Course

Invest in Knowledge. Enroll today!

## ABOUT THE COURSE

The Advanced Stock Market Course was developed to provide continuing education to interested individuals and investors who want to enhance their investment, trading, and analytical skills. Emphasis will be on capital market theories, fundamental analysis, technical analysis, practical portfolio management, and market dynamics.

The Course will be conducted in Philippine key cities beginning in Metro Manila and Cebu.

## WHO

This Course is designed for:

- >> The investor who already understands basic stock investing and would like to manage his/her own portfolio.
- >> Trading participants or market/industry practitioners who want to enhance investment, trading, and analytical skills.
- >> Individuals interested to learn about the capital markets, particularly, the equities market or considering a career in finance or the capital markets industry.

## HOW

Lecture discussions, application of concepts to actual settings, exercises, case studies, simulations, and group dynamics are conducted to ensure that the participants have a clear grasp and appreciation of the course content. Participants will also be required to bring their own laptops or iPads for hands-on training using different financial information softwares provided by the organizers.

## LECTURERS

The Course shall be handled by the PSE and First Metro's pool of lecturers who are market practitioners with ample experience in the capital market industry. The lecturers will be:

### Augusto "Gus" M. Cosio

Mr. Gus Cosio, President of First Metro Asset Management, Inc., manages the mutual fund business of the Philippines' leading investment house. Having worked with global investment firms in Asia since the 1980s, he has extensive experience in the region's financial markets. Now based in Manila, Gus focuses on Philippine investment markets – stocks, bonds and foreign exchange.

### Alexander "Sandy" N. Gilles

Mr. Alexander Gilles is the lecturer for market education of First Metro Securities Brokerage Corporation. He was an equities research analyst for seven years, and a professor of finance and investments, at a graduate school, for eight years. He passed all three exams for the 'chartered financial analyst' designation, by 1997. He is Adviser to the national association of finance students, the JCFAP.

## PROGRAM CURRICULUM

### MODULE 1

#### FUNDAMENTAL ANALYSIS

Lecturer: *MR. ALEXANDER N. GILLES*

- A. Top Down and Down Up Approaches to Analysis
- B. Quantitative Approach: Financial Statements
- C. Earnings, Risk, Valuation
- D. Liquidity and Sentiment
- E. Financial Ratios: EPS, PER
- F. Qualitative Approach: Applying Judgment on Quality of Earnings

Total Hours for Module 1: **4 Hours**

### MODULE 2

#### TECHNICAL ANALYSIS

Lecturer: *MR. ALEXANDER N. GILLES*

- A. Uptrend, Downtrend, and Sideway Trend
- B. Continuation Patterns
- C. Reversals
- D. Oscillators and Momentum Indicators

Total Hours for Module 2: **4 Hours**

### MODULE 3

#### PRACTICAL PORTFOLIO MANAGEMENT

Lecturer: *MR. AUGUSTO M. COSIO*

- A. Equity Portfolio Management
- B. Strategies for Asset Allocation
- C. Trading Strategies and Periodic Rebalancing
- D. Portfolio Performance Measures

Total Hours for Module 3: **4 Hours**

## SCHEDULE & VENUE

**January 24, 2014, Friday**  
**5:00 PM to 9:00 PM**

**January 25, 2014, Saturday**  
**8:00 AM to 5:00 PM**

Roofdeck Function Room, Insular Life Cebu Business Centre, Mindanao Avenue corner Biliran Road, Cebu Business Park, Cebu City

## PROGRAM FEE

Regular Rate:

**Php 16,800.00 inclusive of VAT**

Early Bull Rate:

**Php 14,560.00 inclusive of VAT**

\*Early registration is from December 2, 2013 until January 17, 2014.

## REGISTRATION & ENROLMENT

There are two ways to register:

1. Online Registration via:  
Website: [www.pseacademy.com.ph](http://www.pseacademy.com.ph)  
Email: [academy@pse.com.ph](mailto:academy@pse.com.ph).
2. On-Site Registration
  - a. Visit the PSE Cebu satellite office during business hours (Mon-Fri, 9:00 AM to 5:00 PM) and look for Conie de Castro.
  - b. Accomplish the Course Registration Form and submit it to the above-mentioned Program Coordinator.

For further inquiries, please contact the PSE Market Education Department:

### PSE Cebu Satellite Office

2/F Insular Life Cebu Business Centre  
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### PSE Ayala Office

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