

On Satisfactory Completion Of This Programme You Will Be Entitled To Use The Designation Financial Analyst Designate – **Chartered Market Analyst (FAD-CMA™)** On Your Resume And Business Cards!

# Certificate In Financial Analysis™ Executive Programme



**13 – 17 July 2008**  
Dusit Thani Hotel  
Dubai, UAE

## By Attending This Course You Will:

- **Understand** the principles of corporate valuations and finance against market operations
- **Examine** the differences between the debt and equity markets
- **Learn** the specifics of financial statements and corporate valuations
- **Determine** the fundamental and regulatory frameworks for mergers and acquisitions
- **Examine** the necessary research, reporting and marketing techniques for analysts



If you complete this course and two additional financial services courses in the next two years you will receive the International Diploma in Financial Services from the Royal Society Of Fellows and AAFM!

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Official Media Monitoring Partner



Register Before  
15 May 2008  
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A **Nokia E90!**  
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[www.iirme.com/cfanalyst](http://www.iirme.com/cfanalyst)

## Designation Programme – awards the “FAD-CMA™” post-nominal, or Financial Analyst Designate – Chartered Market Analyst

Dear Finance Professional,

As a keen financial professional looking to constantly enhance your skills, I would like to invite you to participate in a programme that will provide you with unique but essential finance skills while providing a valuable qualification that you can use in the market place – **Certificate In Financial Analysis**.

This designation course focuses on the relationship between financial statements and the performance of a company within equity markets and related valuations. It presents invaluable tools and techniques for both those involved in preparation of corporate statements and for market analysts who analyse such statements, along with specialist issues including mergers and acquisitions, regulatory frameworks and debt versus equity markets.

The American Academy of Financial Management (AAFM) accredits this course. A formal certification will be provided by the AAFM in recognition of successful completion of the course, along with the status as an associate member of the Academy. On satisfactory completion of the course you will be entitled to use the designation **Financial Analyst Designate – Chartered Market Analyst (FAD-CMA™)** on your business cards and resume.

In addition, if you are seeking a further qualification as a financial services professional you may choose to take two additional financial services training courses over the next two years and receive an International Diploma In Financial Services. Please see inside for more details on this special opportunity.

The course director, Michael Armstrong and I look forward to welcoming you to **Certificate of Financial Analyst** in July.

Yours faithfully,



Deep Marwaha  
Senior Conference Manager  
Head of Finance – Capital Markets and Investment

*P.S. Early bird and group booking discounts are available!  
Act now to maximise your savings!*

## About Your Expert Course Director



**Michael Armstrong CPA, BEc, MBA, RFS, MFP, MWM**

Mr. Michael Armstrong runs his own financial services consulting practice concentrating on markets in Asia and the Middle East. He is Industry Advisor to the American Academy of Financial Management (AAFM) and a former Senior Manager, with HSBC in Hong Kong. His experience covers all aspects of financial services including, wealth management, product development, distribution, marketing and operations, working with global financial services firms including Citibank and HSBC. At HSBC

Mr. Armstrong was responsible for development of alternative distribution channels including internet and self-service devices. Prior to this he was responsible for all consumer finance products in the Asia Pacific region.

His consulting activities have included work for Asian Development Bank in Manila. In addition he has lectured extensively with AAFM in the Middle East covering topics as diverse as mortgages, sales effectiveness, wealth management, investment products and asset allocation. Clients have included National Bank of Dubai, Dubai Financial Markets and Gulf Bank in Kuwait.

His particular interest is in developing wealth management services and driving more effective channel distribution strategies

## Designation Programme – awards the “FAD-CMA™” post-nominal, or Financial Analyst Designate – Chartered Market Analyst

*Course Timings: Registration will start at 08.00 on the first day. The course will commence each day at 08.30. Refreshments will be served at appropriate times with each day concluding at 14.30 with lunch.*

### Course Outline

#### Day One – Sunday, 13 July 2008

##### Economic And Corporate Finance

Day one sets the scene for the programme by reviewing macro economic principals and the basics of corporate valuations and finance against market operations

##### Part 1 – Macro Fundamentals

- Impact of economics on financial markets
- Understanding impact of economic state

##### Part 2 – Corporate Finance

- Time value of money/present value
- Net Present Value (NPV) and other methodologies (e.g. IRR)
- Risk/return analysis
- The capital asset pricing model
- Measuring betas
- Efficient markets theory and random walk model

#### Day Two – Monday, 14 July 2008

##### Introduction To Financial Markets And Operations

Day two examines the difference between debt and equity markets

##### Part 1 – Equity Markets

- What is equity?
- Types of equity
- Cost of equity revisited
- Operation of equity markets

##### Part 2 - Debt Markets

- What is debt?
- Debt forms
- Cost of debt revisited
- Operation of debt markets

#### Day Three – Tuesday, 15 July 2008

##### Financial Analysis And Valuations

After examining key market operations, we look to the specifics of financial statements and corporate valuations

##### Part 1 – Financial Statements

- Key elements of financial statements
- Interpretation of financial statements
- Financial ratios
- Relationships between balance sheet, profit and loss account and cash flow statements

##### Group Exercise:

*Common-value balance sheet exercise*

##### Part 2 – Valuation And Analysis

- Valuation methodologies
- Effects of environmental factors
- Understanding accounting assumptions and their effects
- Detection of financial report engineering
- Predicting financial distress
- Working capital management and analysis

#### Day Four – Wednesday, 16 July 2008

##### Mergers And Acquisitions (M&As) And Regulatory Framework – Market Cause And Effect

Day four leads you into mergers and acquisitions, a primary vehicle for increasing market value/reach and long-term shareholder value, and regulatory frameworks for operating in international markets

##### Part 1 – Mergers And Acquisitions: The Deal Fundamentals

- Historical background
- Overview of the contemporary M&A marketplace
- Why engage in M&A?
- Results of M&A for acquirers
- Deal synergy
- Calculating M&A value

##### Part 2 – Regulatory Frameworks

- Regulatory framework and underlying principles

- Role and responsibilities of securities regulators and exchange operators
- Sponsor rules for IPOs, as an example of the regulatory roles
- Corporate governance and its effect on companies (including the ACGA study)
- Conduct rules and ethics

#### Day Five – Thursday, 17 July 2008

##### Research, Reporting And Marketing Techniques For Analysts

Day five examines research and reporting techniques that are essential for success as a professional in the analyst field. In addition, the programme looks at specialist finance marketing techniques.

##### Part 1 – Research And Reporting Techniques

- Resources available to the market analyst
- Structuring data, scenarios and hypotheses
- Reporting techniques
  - Writing an analyst report
  - Presenting analyst data in a public forum

##### Group Exercise:

*Preparation of an analyst report for a press release or market seminar for professional investors*

OR

*Preparation of a formal press release or teleconference for investors*

##### Part 2: Marketing And Sales For Finance

- Managing professional staff
- Organisational issues and strategies
- Marketing and brand issues
- Special issues for marketing hedge funds
- Business development strategies
- Understanding individual client needs
- Investment advisor's duty of care

##### Final Examination And Assessment

The examination will be a one hour multiple-choice questionnaire



## International Diploma In Financial Services

In conjunction with AAFM and the Royal Society Of Fellows, IIR Middle East is proud to offer a linked series of wealth management and finance courses leading to the award of the internationally recognised **International Diploma In Financial Services**.

Each course in the series is a 'stand alone' module providing its own benefits and there is no requirement to attend the courses in any particular order. To be eligible for the Diploma, you must complete all three courses and the associated assignments within two years. This allows you the flexibility to attend the courses at your own pace taking into consideration your work commitments. Your qualification may be gained within one year or over a two-year period.

In order to successfully complete the Diploma, you will be required to demonstrate a good level of management including the completion of an assignment and/or examination at the end of each course. Guided by your instructor, you will have the opportunity to progress according to your particular needs.

The three courses you need to complete to obtain the International Diploma are:

### ■ Certified Wealth Manager™

11 – 15 May 2008

### ■ Certificate In Financial Analysis™

13 – 17 July 2008

### ■ Certified Portfolio Manager™

26 – 30 October 2008

## What Will You Learn From This Series Of Courses?

The programme concentrates on the practical application of financial and capital markets theory, investment and portfolio management and principles at the operational level within a financial services organisation, thus providing momentum for continuing professional and personal development.

### By completing the series you will:

- Enhance your understanding of capital markets globally and regionally
- Assess the value of listed companies and reported performance through financial statement analysis
- Understand the balance of risk/return and time horizon in portfolio management
- Understand client needs, asset allocation and client retention strategies
- Market your finance products and services more effectively
- Identify market opportunities in the GCC region and worldwide

## Course Pre-Requisites

While there are no formal prerequisites for these courses, the terminology used and learning assumes a working knowledge of finance at the graduate level as a minimum. Individuals working within the financial services sector will be familiar with the base terms and theories used in coursework. Those without financial services experience will be required to do both pre-reading and additional study during the course to ensure a successful passing grade.

### Progression And Exemptions

The American Academy of Financial Management and the Royal Society Of Fellows have formally agreed Progression and Exemption opportunities for candidates who have successfully completed the **International Diploma in Financial Services** qualification with a number of leading universities.

### James Cook University (Australia)

Entry to MBA programme, 3 unit exemption

### Swiss Banking School

Entry to MBA (Wealth Management) some exemptions

### Dubai Womens College (UAE)

Various exemption opportunities

### RMIT University (Australia)

Entry to MBA in Finance with 60 credits remission

### AACSB, ACBSP Universities

Entry to other programmes through the United States, Europe and elsewhere



## About the American Academy of Financial Management™

The American Academy of Financial Management™ is the world's fastest growing professional association with approximately 40,000 members in over 145 countries hosting and organising certification training worldwide and offering exclusive board certification designations to candidates who meet the highest professional standards and assessment criteria.

The AAFM was chosen in 2006 by Dubai Financial Market (DFM) to conduct the seven week professional training component of the Kafa'at programme for graduates entering the brokerage and trading industry. AAFM also has alliances with the Kuwait Institute of Banking Studies, the Swiss Finance Institute, Dubai Institute of Human Resource Development, Dubai Quality Group, Knowledge Village and many more.

With liaison offices in Dubai, Hong Kong, Kuwait, Singapore, San Francisco, Monterey, New Orleans, Melbourne, Beijing, the Caribbean, India and Europe, AAFM is fast becoming the world's leading professional association for financial practitioners. The AAFM Executive Designation Programmes also provide the assurance that the holder has met the suggested criteria for graduate credentials set out in the Ibanez US Supreme Court Decision and are recognised on both the NASD and US Department of Labor websites.

# Certificate In Financial Analysis™

## Executive Programme

13 – 17 July 2008 • Dusit Thani Hotel, Dubai, UAE

IIR Middle East certified by



ISO 9001:2000

### FIVE EASY WAYS TO REGISTER

☎ 971-4-3352437    📠 971-4-3352438    📧 register@iirme.com

✉ IIR Holdings Ltd.    GCS/IIR Holdings Ltd.  
PO Box 21743, Dubai, UAE    P O Box 13977, Muharraq, Kingdom of Bahrain

🌐 [www.iirme.com/cpm](http://www.iirme.com/cpm)

#### Your chance to win a Nokia E90 each week!

Register for a training course before 15 May 2008 in the Summer Series and you will automatically enter our monthly prize draw to win a Nokia E90. Each month's winners will be contacted directly and the prize awarded at the course. A full list of winners will be announced on our website [www.iirme.com](http://www.iirme.com)



For further information and **Group Discounts** contact 971-4-3352483 or email: [info@iirme.com](mailto:info@iirme.com)

WEB BC2667

### Yes, I want to register for:

Event	Dates	Price before 4 May 2008	Price between 4 May and 1 June 2008	Price after 1 June 2008
<input type="checkbox"/> Certificate In Financial Analysis™	13 – 17 July 2008	US\$ 4,250 (Save US\$ 500)	US\$ 4,550 (Save US\$ 200)	US\$ 4,750

#### Events

<input type="checkbox"/> Certified Wealth Manager™	11 – 15 May 2008	US\$ 4,750
<input type="checkbox"/> Certificate In Financial Analysis™	13 – 17 July 2008	US\$ 4,750
<input type="checkbox"/> Certified Portfolio Manager™	26 – 30 October 2008	US\$ 4,750

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

#### Discounts

Register For All Three Courses And	SAVE US\$ 1,500	US\$ 12,750
Register For Any Two Courses And	SAVE US\$ 1,000	US\$ 8,500

Run this event in-house and save up to 40%. Call today on 971-4-3352439

### PERSONAL DETAILS:

	Title	First Name	Surname	Job Title	Department	Email
1 <sup>st</sup> Delegate						
2 <sup>nd</sup> Delegate						
3 <sup>rd</sup> Delegate						
4 <sup>th</sup> Delegate						

To assist us with future correspondence, please supply the following details:

Head of Department					
Training Manager					
Booking Contact					

Company: .....

Address (if different from label above): .....

Postcode: ..... Country: .....

Tel: ..... Fax: .....

No. of employees on your site:

0-49     50-249     250-499     500-999     1000+

Nature of your company's business: .....

Yes! I would like to receive information about future events & services via email.

My email address is: .....

### Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. All payments should be made in favour of IIR Holdings Ltd.

### Card Payment

Please charge my credit card:     Visa     Mastercard     American Express

Name on Card: .....

Card Number: ..... Exp. Date: .....

Signature: .....

### Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. If this is not suitable, a US\$ 200 service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

### Avoid Visa Delays – Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

*Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.*

### Event Venue

Dusit Thani Hotel, Dubai, UAE

Tel: 971-4-3433333

### Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:

Tel: 971-4-4072693

Fax: 971-4-4072517

Email: [hospitality@iirme.com](mailto:hospitality@iirme.com)