



'CHARTERED FINANCIAL ANALYST - AS THE GOLD STANDARD' *The Economist*

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Continuing Education Program
Lebanese American University
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PROFESSIONAL EDUCATION IN A WORLD OF POST-FINANCIAL CRISIS

- POSITIVE effects of professional education on business world and economy during economic expansion
 - Numerous studies have shown that professional education affect economic growth during economic expansion
- During an economic contraction, what to do?
 - Strategically, TOMORROWS WINNERS (individuals and institutions alike) are those who invest in professional education TODAY



- In a post-world financial crisis, companies and individuals alike should be investing in professional education
 - **TRILLION OF DOLLARS NEED TO BE WELL MANAGED IN THE MENA REGION**
- From a **TIMING** standpoint, the post financial crisis IS the real opportunity for the CEP to promote its role as real contributor to society and to the economy
- Continuing Education Program at LAU plays an essential role in the economic cycle of a society and in **HUMAN CAPITAL** formation



SENSING THE DEMAND IN LEBANON
THROUGH JOB POSTINGS



POSITIONS AVAILABLE

ACCOUNTING & FINANCE

ACCOUNTANT Holder of a suitable degree. Five years' experience and above. Candidate should have a good knowledge of P&L. Good package. Email CV: bachirsayegh@yahoo.com

ACCOUNTANT for Coldwell Banker. B.A. in finance or related field. Five years' experience. Candidate should be able to work under pressure. Knowledge of taxes, NSSF, and VAT. Fax CV: (01) 997.474 or email CV: hr@coldwellbanker-lb.com

ACCOUNTANT for Paragon. Holder of a suitable degree. Five years' experience. Email CV: dalia@paragon-bi.com

degree. Five years' experience. Fax CV: (01) 203.082 or email CV: office@bakertillyzacca.com

CHIEF ACCOUNTANT Holder of a suitable degree. Six years' experience in the accounting field. Good knowledge of Lebanese laws and regulations. Good reporting skills. Team leader and player. Fax CV: (01) 562.439

FINANCIAL ANALYST for CMC. MBA, CFA or CIA is a plus. Five years of experience in financial reporting (financial statements analysis, budgeting control, forecasting, and business planning). Candidate should have strong analytical skills. Fax CV: (01) 497.416 or email CV: cmc@cmclb.com

A Financial Institution, KSA INVESTMENT BANKER (DDP 12)

Duties and responsibilities:

- Assist corporations in issuing new securities into the capital market and help the investors acquire the type of securities required
- Calculate the value of a business/security, provide vital financial advice, and underwrite the security issue to reduce issuing risk
- Demonstrate project skills and experience in phases of system development life cycle along with experience in defining, implementing, and supporting investment business solutions

Human Qualities:

- Strong interpersonal, analytical, and organizational skills
- Ability to adapt to rapidly changing investment environments

Qualifications:

- Degree in Finance or Economics from a reputable university - CFA is preferred
- 5 or more years of experience in investment business analysis with good understanding of risk management



A Leading FMCG Marketing and Distribution Group
is recruiting a



FINANCIAL ANALYST

FOR LEBANON BEARING THE FOLLOWING QUALIFICATIONS:

- Minimum 3 years of experience in financial reporting (financial statements analysis, budgeting control, forecasting, business planning etc.)
- Strong analytical skills
- Strong approach towards IT reporting tools
- Experience in FMCG is a plus
- Preferably an MBA, CFA or CIA graduate

Please submit your detailed resume to:
sendcv@idm.net.lb or Fax: (04)542226

A Private Equity Company in Lebanon

FINANCE MANAGER

(NMC 02)



Duties and responsibilities:

- Manage and coordinate all finance, budgetary, accounting and tax activities
- Prepare detailed cash flows, appraisals, for regular management and reports
- Establish and implement short and long term financial goals, objectives, policies and procedures
- Ensure accurate and timely execution of all external reporting requirements


Human Qualities:

- Organized with good communication skills
- Attention to details

Qualifications:

- University degree in Finance — CFA is a plus
- Minimum 8 years of experience in a financial function, 4 years in a managerial role.
- Fluent in English and Arabic

Leading Bank in Beirut, Lebanon
CHARTERED FINANCIAL ANALYST
(MB 01)



Duties and Responsibilities:

- Interpret data affecting investment programs, to determine past financial performance and to project a financial probability.
- Develop financial reports for forecasting, trending, and results analysis.
- Prepare plans of action for investment based on financial analyses.
- Make investment decisions and timings to companies and investment firms.
- Collaborate with investment bankers to attract new corporate clients.


Human Qualities:

- Attention to detail.
- Problem solving and analytical skills.

Qualifications:

- Bachelor in business administration
- CFA a must

Private Bank in Beirut, Lebanon
HEAD OF DIVISION
(MFA 06)



Duties and Responsibilities:

- Manage the day-to-day operations and report to the general manager.
- Ensure the settlement of transactions.
- Handle correspondence with banks.
- Supervise transfers, reports, allocation of work, etc.
- Generate new ideas and suggestions to improve work.

Human Qualities:

- Analytical skills and problem solving
- Time management
- Excellent communication skills

Qualifications:

- BBA in finance or economics, MFA or CFA a plus
- Knowledge of the equities settlement systems
- Fluent in English and Arabic, French a plus



POSITIONS AVAILABLE

MARKETING & FINANCE

APPLICANT for Alhoussami & Partners has 10 years' experience. Fax CV: (01) 382.402 or email CV: mar-gamsami.com.

APPLICANT for a company in Beirut. Fax CV: (01) 382.402 or email CV: bcts@bets-lb.com.

BUSINESS FINANCIAL MANAGER for a reputable media company. Holder of a MBA/CPA/CMA/CFA. Five years' experience in financial management, preferably in media and telecom. Fax CV: (01) 382.402 or email CV: bcts@bets-lb.com.



FINANCE MANAGER Holder of a degree in finance. CPA, CFA, or CMA is a plus. Five years' experience. Fax CV: (01) 983.338 email CV: hr@activemania.com.

A Real Estate Development and Private Equity Firm in Lebanon

FINANCE MANAGER

(NMC 03)

Duties and responsibilities:

- Manage and coordinates all finance, budgeting, treasury, accounting and tax activities
- Prepare detailed cash flows, appraisals, budgets and regular management and reports
- Establish and implement short and long term departmental goals, objectives, policies and operating procedures
- Ensures accurate and timely execution of internal and external reporting requirements

Human Qualities:

- Organized with good communication skills
- Attention to details

Qualifications:

- University degree in Finance — CFA is preferred
- Minimum 8 years of experience in a financial position, 4 years in a managerial role
- Previous banking experience is a must
- Fluent in English and Arabic



- Similar and more advertisements are found in many MENA countries, especially in the GCC



Career Opportunity

**ABU DHABI INVESTMENT AUTHORITY
Senior Credit Analyst**

The Abu Dhabi Investment Authority is a major investment institution wholly owned by the Emirate of Abu Dhabi, United Arab Emirates, whose role is to invest in a Senior Credit Analyst and responsible for monitoring both and Western European credit financial institutions (commercial banks, investment banks, insurance and consumer finance companies) to assist the Treasury Department and reports. Candidates for this position should be working in a comparable role at an investment management organization, having agency, commercial/investment bank, or insurance coverage. Candidates should have a minimum of five years credit experience. An excellent educational background including an M.B.A. and/or C.F.A. is required. Candidates should submit an analytical, accounting and audit firm skills, and have the ability to work the brokerage account.

An excellent educational background including an M.B.A. and/or C.F.A. is required

**ABU DHABI INVESTMENT AUTHORITY
Senior Portfolio Manager, Emerging Market Debt**

The Abu Dhabi Investment Authority, a major investment institution wholly owned by the Emirate of Abu Dhabi, United Arab Emirates, seeks to attract a Senior Portfolio Manager, Emerging Market Debt. The individual will head the Emerging Market Debt team at investment management in the regulatory Treasury Department. The individual will be responsible for the management of the Emerging Market Debt portfolio in a disciplined manner, against an appropriate benchmark, utilizing a combination of quantitative models and subjective analysis based on a multi-manager approach. The portfolio may invest in hard currency, local currency debt, corporate debt, and credit default swaps. The individual will also oversee the Macro Group in emerging market developments that may have an impact on the developed markets, and transactional joint ventures of the team on international markets.

Candidates should have a minimum of five years of experience in managing emerging market debt portfolios and ten years overall in asset management. An excellent educational background, including an M.B.A. and/or C.F.A. is required. The individual should be a team player who is comfortable working in a multicultural

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Equity Analyst

Salary: Open
Location: Muscat, OMAN
Employer: [Vision Investments Services](#)
Type: Full Time
Certifications: Passed CFA Level I
Categories: Equity Analyst, Equity Research
Preferred Education: Masters

Description Need analysts who would be working with the asset management division and tracking companies on a regional basis. **NOTES:** 2 openings. Employer will assist with relocation costs. Competitive Salary

Requirements Should have strong analytical background and have at least 2-3 years of experience as analyst.

Employer Information About [Vision Investments Services](#)

Since its inception in 1998 Vision Investment Services Co SAOC ("Vision") ("VIS") has established itself firmly as a strong player in the areas of Brokerage, Asset Management, Marketing International Investment Products and Corporate Finance & Advisory Services.

Requires CFA Level I exam achievement



CFA charter for experts

MANAMA: Six local investment professionals in Bahrain have earned the prestigious Chartered Financial Analyst (CFA) designation after three years of study.

They will be awarded the CFA charter at a ceremony at the Ritz Carlton Hotel tomorrow. The event is being sponsored by Securities and Investment Company (SICO) and will also feature presentations SICO head of asset management Shakeel Sarwar and Kuwait Financial Centre senior vice-president (research) R Raghu.

The charter is globally recognized as the gold standard for measuring the competence and integrity of investment professionals.

The six new charter holders bring the total in Bahrain to 88.

-25 January 2008

“Whereas there are tens of thousands of finance degrees available around the world, ranging from the excellent to the worthless, there is only one CFA, managed and examined by an American association of financial professionals, the CFA Institute. It used to be just an American qualification. But explosive growth has made it, in effect, global currency.”

The Economist

Feb. 26-Mar 4, 2005



Who hires CFA Charter holders?

PRIMARILY

- CONSULTING FIRMS
- ACCOUNTING FIRMS
- INVESTMENT COMPANIES
- CHIEF EXECUTIVE OFFICER/ PRINCIPAL
- CHIEF INVESTMENT OFFICER
- BANKS
- PRIVATE CLIENT WEALTH MANAGER/ADVISOR
- BROKER/DEALER / INVESTMENT BANKS
- INSURANCE COMPANIES
- RESEARCH AND ACADEMIC INSTITUTIONS
- GOVERNMENT/REGULATORS
- SALES AND MARKETING PROFESSIONALS
- PORTFOLIO MANAGERS AND STRATEGISTS

VERY DIVERSE CAREER OPPORTUNITIES TO THE PROGRAM



REASONS FOR THE DEMAND IN PROFESSIONAL EDUCATION

According to candidates,

3 needs for professional education:

- *skills formation* and skill upgrades
- *Professional knowledge* to master latest developments in a profession
- *Realigning the knowledge gap* between acquired academic knowledge and the demands of the professional needs of the private sector



BENEFITS TO INDIVIDUALS

Depending on your status

- *Working professionals* seeking to re-skill on the job – vital for enhancing skills
- *Unemployed individuals* who seek to acquire latest industry-based experience
- *Fresh graduates* who may lack the professional knowledge
- Those who *plan to transition* from one industry to another



Additional benefits to individuals

- CREDIBILITY: **Clients and colleagues** regard you with presumption of expertise
- COMPETITIVE ADVANTAGE: **Employers and clients** want the experience that comes with the CFA charter
- RECOGNITION: You will earn designation praised by **employers and the MEDIA**
- CFA program forces candidates to **examine the industry as a whole** and to learn things about the business outside their areas of expertise



Professional certification benefits Masters degree and BA holders alike

- Natural progression for your academic achievement:
 - In depth professional topic coverage extends beyond a traditional MBA or BA degree
 - Different orientation than an Academic program
- Professional certification translates into a higher paying differential than, say getting an MBA –
 - Evidence for higher pay STARTING FROM LEVEL 1 EXAM
 - Evidence for higher growth promotion on the job
 - Serve as a “passport” for work in other countries



BENEFITS TO EMPLOYERS

- CERTIFICATION is becoming a trend driven by
 - Industry competitiveness
 - Employers on the job signaling (through advertisements) for MORE
 - Efficiencies
 - Ethical standards
 - Professional knowledge



CFA BENEFITS FOR THE FIRM

- A COST-EFFECTIVE and efficient way to increase the knowledge and professionalism of the staff
- A GLOBAL program that tracks the needs of the industry and employers
- A MEASURE of job applicants' competence and integrity



FAST FACTS: WORLDWIDE RECOGNITION

The *Economist* ranked the CFA Program as the gold standard among investment analysis designations

Employers around the world recognize the value of the charter

Setting the highest standards of *ethics, education and professional excellence*



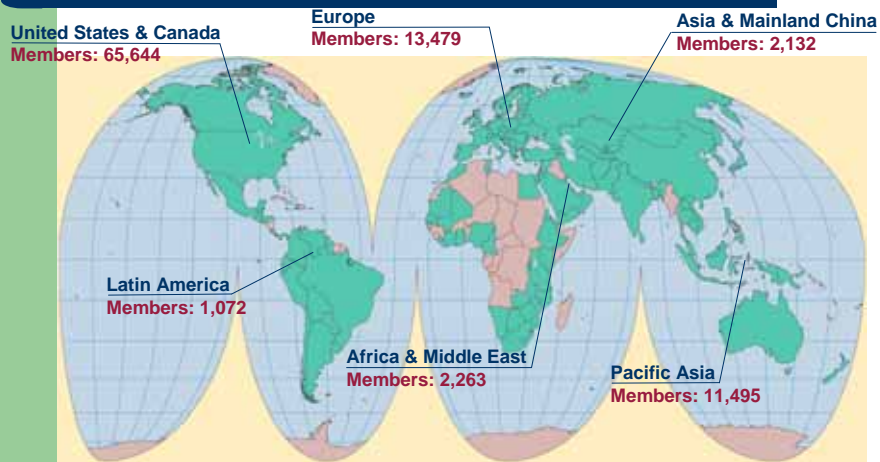
FAST FACTS: ACADEMIC RIGOR

- Curriculum developed by a *broad-based* global practice analysis
- *Three levels* of exam: Each level demands a minimum of 250 hours of study or more, depending on individual circumstances
- *Generalist* approach: Emphasizes principles that are relevant in every market

Global Passport: The CFA Charter Members' Locations



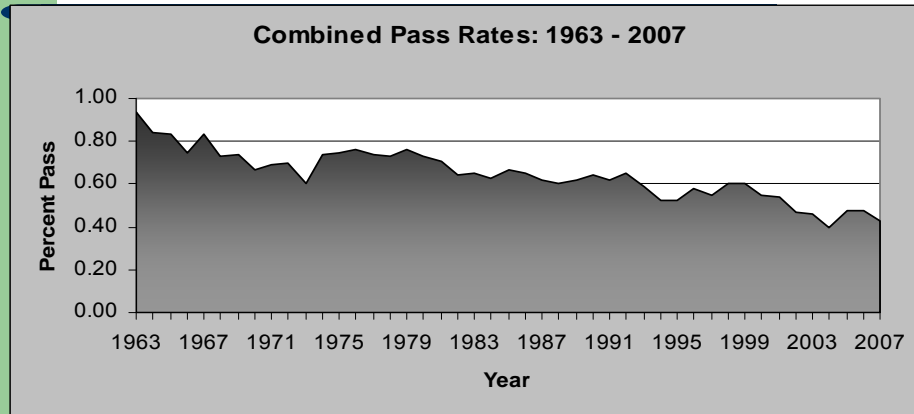
96,134 Members and 136 Societies Worldwide*



* As of August 1, 2008



CFA Program Historical Combined Pass Rates



The CFA - Some history

- First proposed by Benjamin Graham in 1942 as a member of the New York Society of Securities Analysts (NYSSA, founded 1937)
- Founding members of the CFA Institute include the world's oldest corporate financial societies, the Investment Analysts Society of Chicago (founded in 1925)
- On June 15, 1963, 284 senior analysts sat for the first CFA examination



- In June 2008,
 - 115,000 candidates from 150 countries register for one of the three exams
 - 70,000 candidates registered for the Level 1 exam
 - Over 60% of the candidates were from outside North America



ESSENTIAL KNOWLEDGE FOR THE PROFESSION

- *PRACTICE BASED* curriculum based on KSA
 - K = KNOWLEDGE
 - S = SKILLS
 - A = ABILITIES
- Based on the *KNOWLEDGE IDENTIFIED BY PROFESSIONALS* as essential to the investment decision process
- The *CANDIDATE BODY OF KNOWLEDGE CONCEPT* IN 10 general topic areas



**What is the CFA Program?
Three Levels and Three Exams**

Level I – Knowledge and comprehension of fundamental investment tools and concepts

Level II – Application and analysis focused on asset valuation

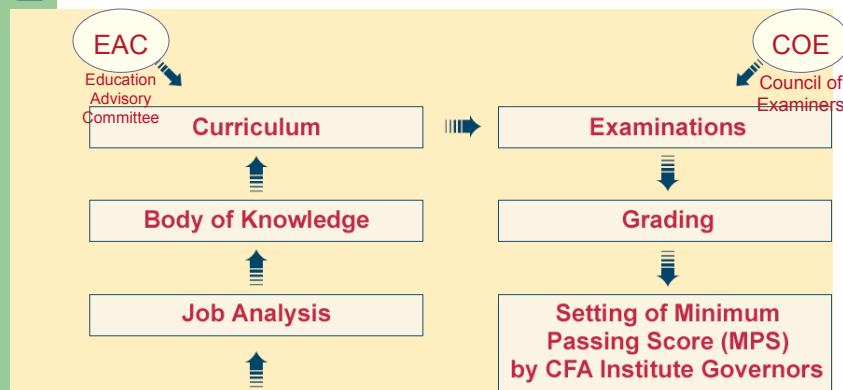
Level III – Synthesis and evaluation of client needs and portfolio management issues

Ethical and professional standards are emphasized at every level.



**What is the CFA Program?
Practical, Relevant Education**

Practitioners at every step of the process



What is the CFA Program?
Learning Tied to Current Practice



- Practice Analysis determines topics taught in the CFA Program
- Conducted every five years: currently in 2005-2006
- Involves investment practitioners worldwide:
Regional Expert Panels and member surveys
- “What knowledge and skills are needed by an investment professional?”
- CBOK (Candidate Body of Knowledge), curriculum, LOS and exams all based on **what practitioners need to know**

The CFA Course of Study
CFA Body of Knowledge™



- Ethical and Professional Standards
 - Quantitative Methods
 - Economics
 - Financial Reporting and Analysis
 - Corporate Finance
 - Equity Investments
 - Fixed Income
 - Derivatives
 - Alternative Investments
 - Portfolio Management and Wealth Planning
- Investment Tools
- Asset Classes and Valuation



Topic Area Weights for the CFA Level I
(Actual weights may vary from year to year)

TOPIC AREA	% WEIGHT
• Ethical and Professional standards	15
• Quantitative Methods	12
• Economics	10
• Financial reporting and Analysis	20
• Corporate Finance	8
INVESTMENT TOOLS (TOTAL)	65

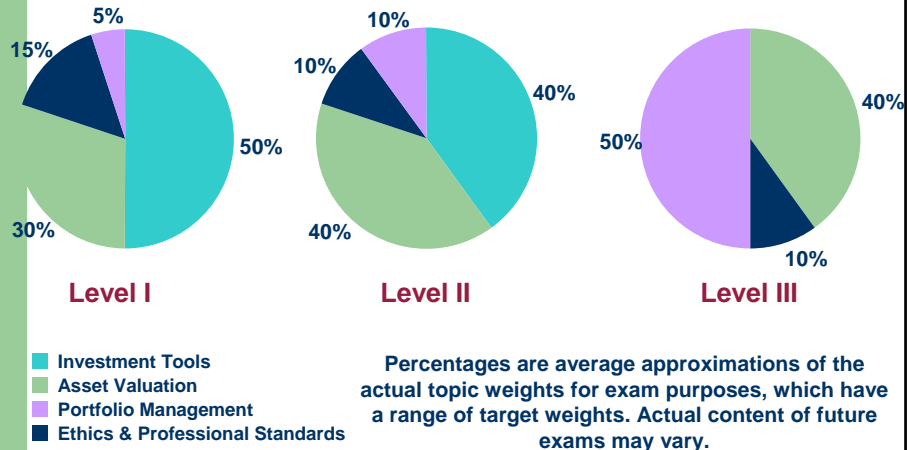


Topic Area Weights for the CFA Level I
(Actual weights may vary from year to year)

TOPIC AREA	% WEIGHT
• Equity Investments	10
• Fixed Income	12
• Derivatives	5
• Alternative Investments	3
• Portfolio Management and Wealth Planning	5
ASSET CLASSES (TOTAL)	35



Approximate Percentage Breakdown



	Multiple Choice	Item Set (Objective)	Constructed Response
Level I	● 100%		
Level II		● 100%	
Level III		● 50%	● 50%



- LEVEL I EXAM

- 240 QUESTIONS
- SIX-HOURS TIME FRAME
- 100% MULTIPLE CHOICE EXAMS QUESTIONS
 - CONSTRUCTED TO REPRESENT COMMON MISTAKES IN EITHER CALCULATION OR LOGIC
 - TEST HIGHER LEVEL THINKING, INCLUDING CRITICAL THINKING AND PROBLEM SOLVING
- MINIMUM PASSING SCORE (MPS) ARE SET BY THE CFA INSTITUTE BOARD OF GOVERNORS



The CFA Examinations
Graded with Great Care

- 291 CFA charterholders from 37 countries in 2007
- Teams of practitioners
- Rigorous and thorough process
- Consistency and fairness across all papers





PREPARATION FOR THE CFA at the LAU's CEP

- Program designed around your day schedules – EVENING CLASSES twice a week
 - Over 200 contact hours with 5 SKILLED professional LAU/CEP faculty
- FRIENDLY But RIGOROUS program built around a calendar



OTHER ADVANTAGES

- ORGANIZED INTO
 - Study sessions based on Learning Outcome Statements (LOS),
 - Problem solving,
 - Drilling sessions,
 - Graded Homework
 - Office hours
 - Graded Mock Exams
 - Boot Camps
 - IN TOTAL, OVER 1,000 PRACTICE PROBLEMS



WHAT ELSE DO WE OFFER?

- Get answers to your questions
- Bring things together, distinguishing what is relevant from what is not
- Dual objectives
 - Learning: MANY CANDIDATES ATTEND TO LEARN
 - Passing the exam
- Dual certifications
 - CFA designation
 - LAU / CEP certification for the number of contact hours with professional finance faculty, and passing internal exams with distinction



ADDITIONAL CEP BENEFITS

- Proper counseling and advising
- Proper follow-up on results
- Office hours
- Small size class rooms
- Quality control program
- Strategies to take the exam



FEES

- CEP TUITION FEE OF \$2,700
 - INCLUDES
 - 47 sessions = 141 Hours
 - Four-days review camp
 - Multiple live exam preparation
 - Study guides (Soft or hard copies)
 - Test Bank
 - LAU financing is available upon request
- Cost is a small fraction of your 3-hours wedding!!
- Cost/Benefit OUTWEIGH all other considerations



DISCOUNTS

- 10% discounts for outstanding students
- 10% for sponsoring companies with 3 or more candidates



ELIGIBILITY

- To register and take the exam for the CFA with the CFA Institute, register for the CFA.

You should meet **one** of the following requirements:

- Have a Bachelor's degree or equivalent
- Be a university senior level or MBA student
- Have a 4 years of qualified professional work experience
- Have a combination of 4 years of university and professional work experience



WHAT IS REQUIRED OF YOU

- A GOOD PLAN :
 - AN AVERAGE OF 10 HOURS/WEEK
- COMMITMENT
 - YOUR FUTURE CAREER MATTERS
- ATTITUDE:
 - ATTACK THE PROBLEM WITH ENTHUSIASM ...
AS IF YOUR SURVIVAL DEPENDED UPON IT



**'CHARTERED FINANCIAL ANALYST
AS THE GOLD STANDARD'**

The Economist

Is within your reach.
GO FOR IT!

YOU CAN DO IT WITH LAU'S CEP

