

Curso de Preparación

CFA Certificate in ESG Investing

Del 4 de noviembre al 21 de mayo de 2025

Afi Global
Education



ABM

ASOCIACIÓN DE
BANCOS DE
MÉXICO

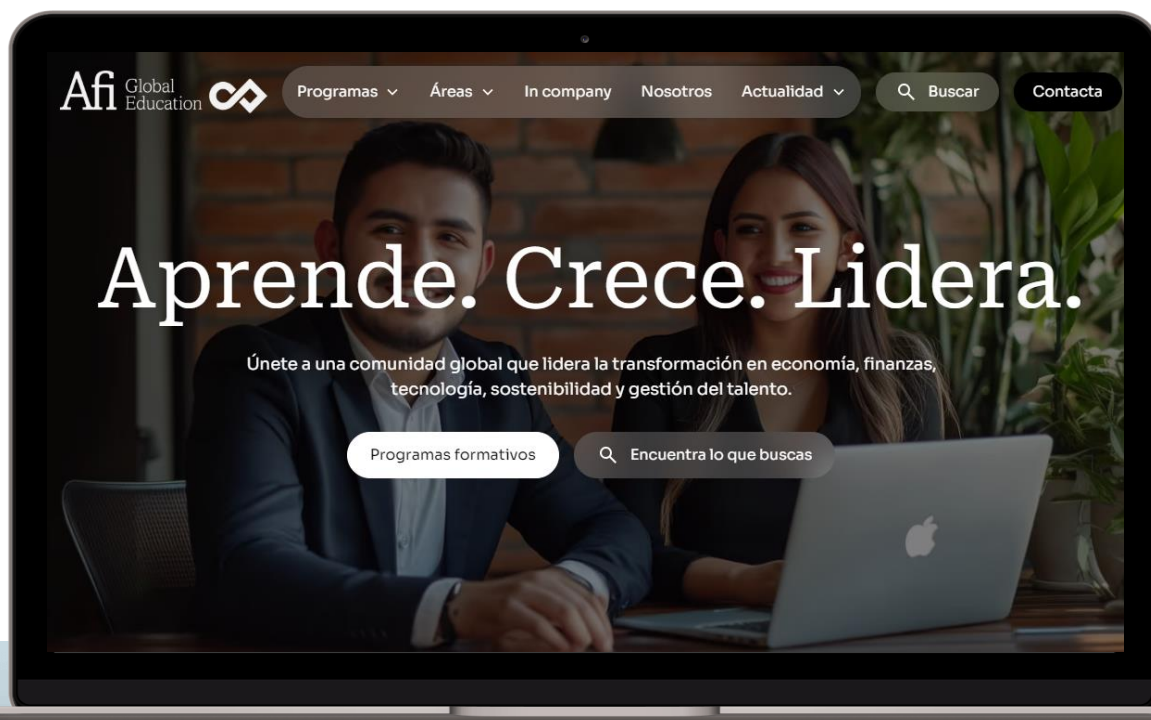
Quiénes somos

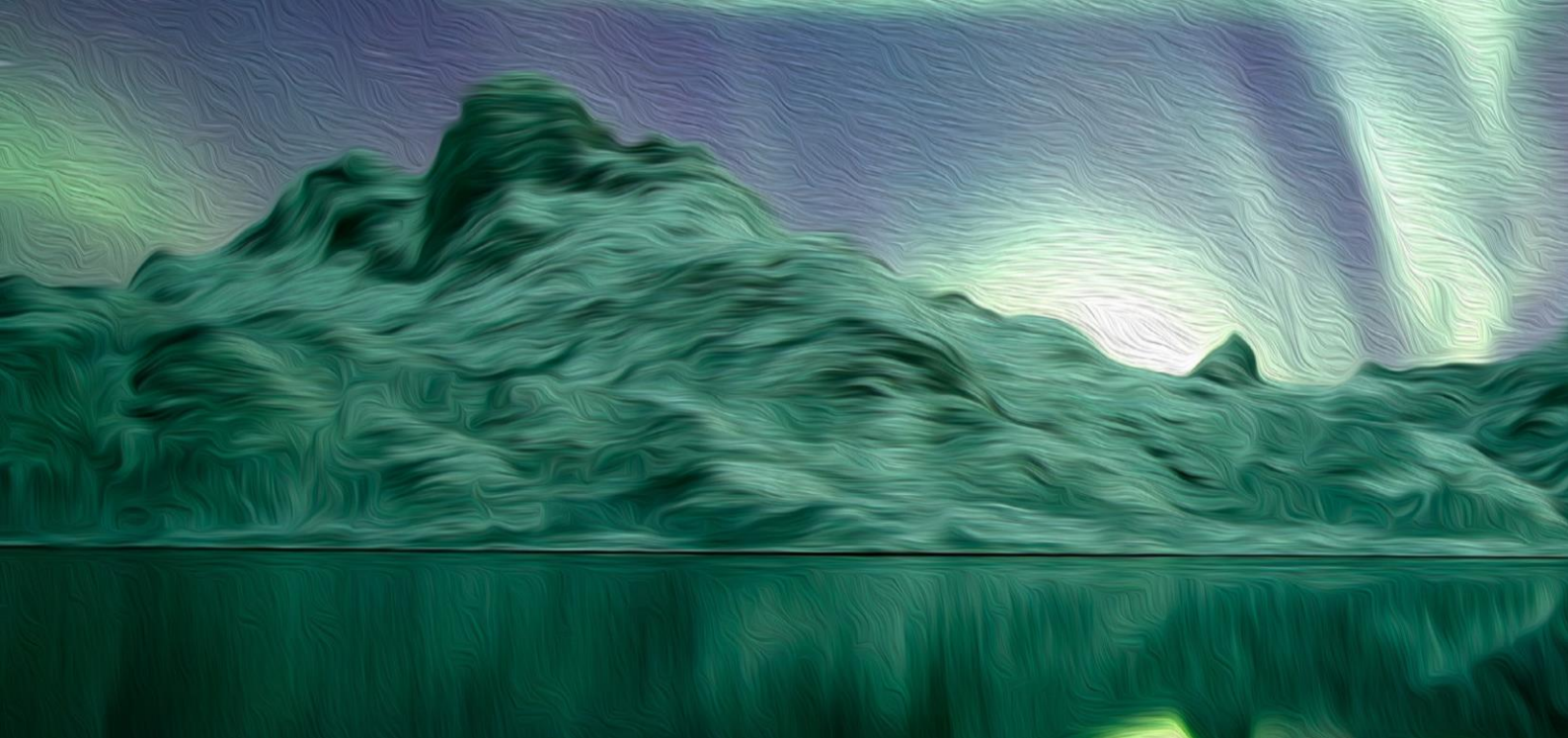
Con más de **35 años** de experiencia, **Afi** es una compañía española líder en asesoramiento, consultoría y formación en áreas de banca, economía, finanzas y tecnología.

Como complemento a su labor, desde hace más de 30 años, inicia labores **Afi Global Education** consolidándose como una Institución de referencia en lengua castellana a nivel internacional, en economía, finanzas, tecnología, sostenibilidad y gestión del talento. En el 2017, ingresa al mercado mexicano como parte de su estrategia de internacionalización en América Latina.

Los 5 pilares fundamentales de Afi Global Education

- ⚙️ Innovación continua
- 📄 Excelencia académica
- 📅 Selección de talento
- ⚙️ Metodología avanzada
- 📄 Colaboración con empresas líderes





Curso de Preparación CFA Certificate in ESG Investing

CFA Society UK lanzó en 2019, en consulta con organizaciones pioneras mundiales y respaldado por UN PRI (Principios de las Naciones Unidas para la Inversión Responsable), la certificación para ampliar conocimientos de ESG y mantenerse en la vanguardia de los desafíos que la sostenibilidad y el riesgo climático plantean para la actividad económica y financiera.

Debido al éxito inicial en de esta certificación en Reino Unido y en otros mercados de Europa, y al tratar un ámbito de trabajo de creciente importancia y en constante evolución, un grupo de distinguidos profesionales de la sostenibilidad y el riesgo climático actualiza anualmente su plan de estudios para mantenerla al día con la naturaleza cambiante de los temas relacionados con CFA ESG.

Afi Global Education, como Prep Provider de CFA Institute, te ayuda a prepararte exitosamente para los exámenes que cada año CFA ofrece a los candidatos mediante un programa de formación que permite un estudio a medida y con importantes recursos adicionales para entender de forma adecuada los elementos que dicha certificación requiere.



CFA Institute



Curso de Preparación CFA Certificate in ESG Investing

Objetivos

- Analizar, valorar e integrar factores de materialidad ESG.
- Construir y administrar carteras integradas de ESG.
- Analizar mandatos de inversión, carteras e informes de clientes.

Asimismo, la certificación permite:

- Obtener ventaja competitiva en un mercado rápido y dinámico al abordar un análisis financiero más holístico.
- Priorizar las prácticas sostenibles en la toma de decisión sobre inversiones.
- Ofrecer soluciones en un ámbito de gran demanda y actualidad.

Dirigido a:

- Profesionales en roles de inversión que deseen aprender a analizar e integrar factores de materialidad ESG en su práctica diaria de análisis de inversiones.
- Profesionales que busquen mejorar su comprensión de los problemas ESG en responsabilidades como:
 - Ventas y distribución
 - Gestión de Patrimonio
 - Desarrollo de Producto
 - Asesoramiento Financiero
 - Consultoría
 - Riesgo

Metodología

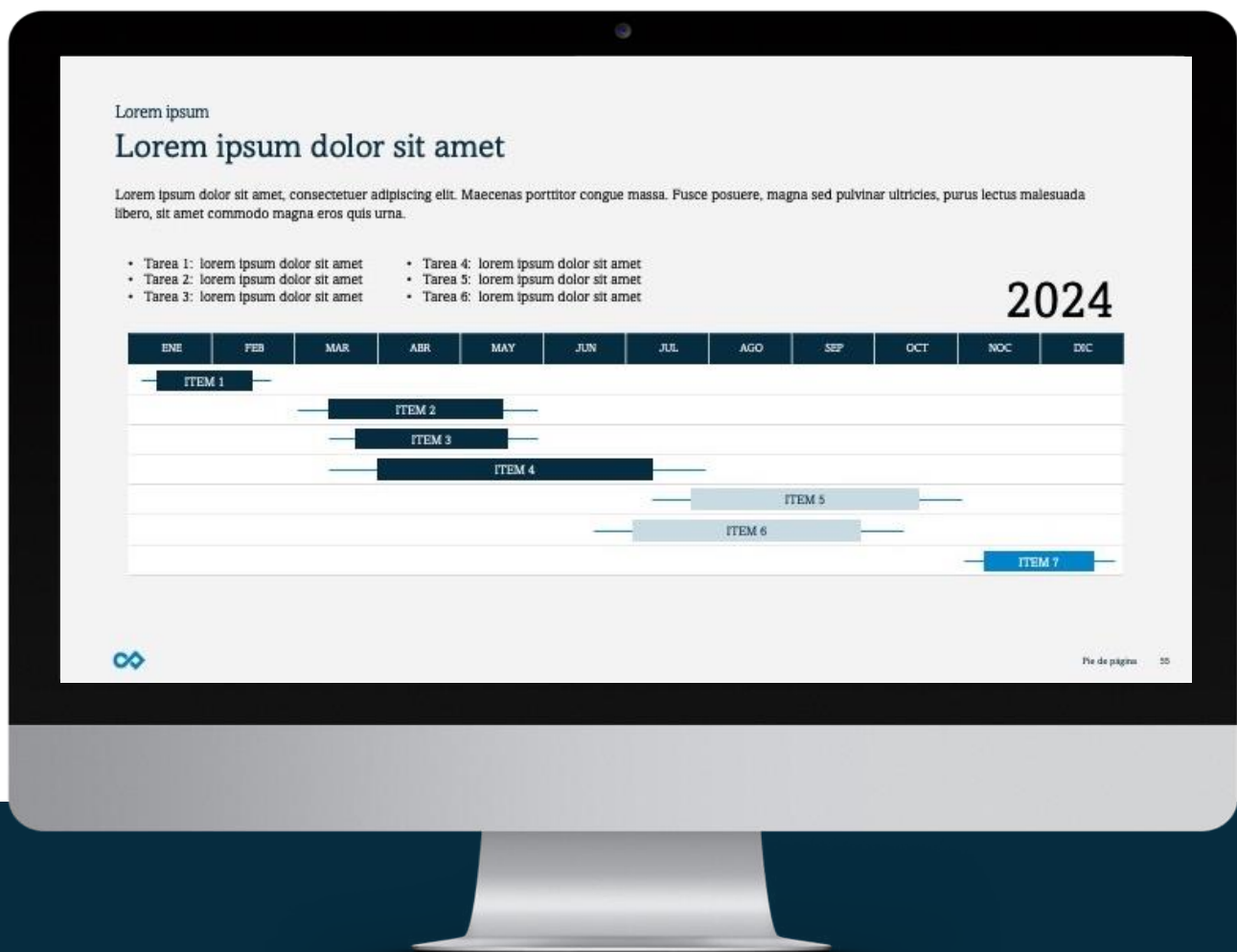
100% Online

La formación online ofrece flexibilidad y personalización del ritmo de estudio, ya que el Aula Virtual de Afi Global Education está **disponible las 24 horas**, incluidos los fines de semana.

Además, el alumno dispone de una serie de herramientas de formación que facilitan el seguimiento del curso y la consecución de los objetivos de aprendizaje:

- ✓ Unidades didácticas
- ✓ Agenda de trabajo
- ✓ Test de autoevaluación
- ✓ Coordinador de apoyo al alumno.

El material estará accesible en el Aula Virtual durante el transcurso del curso y hasta un mes después de la finalización del mismo. Una vez haya pasado este tiempo, el Aula Virtual se cerrará y no se podrá tener acceso a ningún tipo de documentación.



Programa

01. Introduction to ESG

By the end of this topic, learners should have:

- An understanding of the context for different approaches to responsible investment and specifically, consideration of environmental, social and governance (ESG) factors.
- An understanding of the underlying issues that constitute factors within each of the environmental, social and governance areas.
- An understanding of the broader sustainability context and global initiatives:
 - Define ESG.
 - Define the following sustainability-based concepts in terms of their strengths and limitations.
 - Define different approaches to ESG investing, their characteristics and the role that ESG plays in each of them.
 - Describe the benefits to organizations of adhering to good practice in ESG, and the linkages between these practices and financial system stability.
 - Describe the challenges to organizations of adhering to good practice in ESG.
 - Explain the materiality of ESG issues in terms of their key characteristics, risks and impact that they can cause.
 - Explain different ESG megatrends, their systemic nature and potential impact on companies and company practices.
 - Explain how ESG investing is a strategy and a practice, and the three ways in which investors typically reflect ESG considerations.
 - Explain the aims, elements and progress achieved by key supranational ESG initiatives and organizations.

02. The ESG market

By the end of this topic, learners should have:

- An understanding of the ESG market: relevance, size, scope, key drivers and challenges, and risks and opportunities:
 - Explain the history of ESG investing in brief, including its roots and modern responsible investment.
 - Explain the size and scope of ESG investing in relation to: Geography, Strategy, Investor type, Asset class.
 - Explain key market drivers in favour of ESG integration.
 - Explain the key drivers and challenges for ESG integration among stakeholders within the investment industry.
 - Explain how ESG issues are related to sustainability trends and themes within the investment industry.

03. Environmental factors

By the end of this topic, learners should have:

- An understanding of environmental factors, systemic relationships, material impacts, megatrends and approaches to environmental analysis at country, sector and company levels:
 - Explain key concepts relating to climate change from an evidence-based perspective.
 - Explain key concepts relating to other environmental issues from an evidence-based perspective.
 - Explain the systemic relationships between business activities and environmental issues.

- Assess key “megatrends” influencing environmental change in terms of potential impact on companies and their environmental practices.
- Assess material impacts of environmental issues on potential investment opportunities, including the dangers of overlooking them.
- Identify approaches to environmental analysis in both developed and emerging countries.
- Apply material environmental factors to financial modelling, ratio analysis and risk assessment.
- Explain how companies and the investment industry can benefit from opportunities relating to climate change and environmental issues.

04. Social Factors

By the end of this topic, learners should have:

- An understanding of social factors, systemic relationships, material impacts and approaches to social analysis at country, sector and company levels:
 - Explain the systemic relationships and activities between business activities and social issues.
 - Assess key ‘megatrends’ influencing social change in terms of potential impact on companies and their social practices.
 - Explain key social concepts from an evidence-based perspective:
 - Human capital.
 - Product liability/consumer protection.
 - Stakeholder opposition/controversial.
 - sourcing.
 - Social opportunities.
 - Social and news media.
 - Animal welfare and microbial resistance.

- Assess material impacts of social issues on potential investment opportunities, including the dangers of overlooking them.
- Identify approaches to social analysis at country, sector and company levels in both developed and emerging economies.
- Apply material social factors to:
 - Risk assessment.
 - Quality of management.
 - Ratio analysis.
 - Financial modelling.

05. Governance factors

By the end of this topic, learners should have:

- An understanding of governance factors, key characteristics, main models and material impacts:
 - Explain the evolution of corporate governance frameworks and key motivators for step change.
 - Assess key characteristics of effective corporate governance, and the main reasons why they may not be implemented or upheld.
 - Assess and contrast the main models of corporate governance in major markets and the main variables influencing best practice.
 - Explain the role of auditors in relation to corporate governance and the challenges in effective delivery of the audit.
 - Assess material impacts of governance issues on potential investment opportunities, including the dangers of overlooking them.
 - Apply material corporate governance factors to:
 - Financial modelling.
 - Risk assessment.
 - Quality of management.

06. Engagement and stewardship

By the end of this topic, learners should have:

- An understanding of engagement and stewardship:
 - Explain the purpose of investor engagement and stewardship.
 - Explain why engagement is considered beneficial and some of the key criticisms of engagement.
 - Explain the main principles and requirements of stewardship codes as they apply to institutional asset management firms.
 - Explain how engagement is achieved in practice, including key differences in objectives, style and tone.
 - Apply appropriate methods to establish an engagement approach.
 - Distinguish between different types of engagement across a range of asset class.

07. ESG analysis, valuation and integration

By the end of this topic, learners should have:

- An understanding of ESG analysis, valuation and integration.
- An ability to analyse how ESG factors may affect industry and company performance, and security valuation across a range of asset classes.
- An ability to apply a range of approaches to ESG analysis and integration across a range of asset classes.
 - Explain the aims and objectives of integrating ESG into a firm's investment process.
 - Describe different approaches of integrating ESG analysis into a firm's investment process.

- Describe qualitative approaches to ESG analysis across a range of asset classes.
- Describe quantitative approaches to ESG analysis across a range of asset classes.
- Identify tangible and intangible material ESG-related factors through both qualitative and quantitative approaches.
- Describe how scorecards may be developed and constructed to assess ESG factors.
- Assess ESG issues using risk mapping methodologies.
- Explain how ESG complements traditional financial analysis.
- Analyse how ESG factors may affect industry and company performance.
- Analyse how ESG factors may affect security valuation across a range of asset classes.
- Interpret a company's disclosure on selected ESG topics.
- Apply the range of approaches to ESG analysis and integration across a range of asset classes.
- Describe the challenges of undertaking ESG analysis across different geographic regions and cultures.
- Describe the challenges of identifying and assessing material ESG issues.
- Describe the challenges of integrating ESG analysis into a firm's investment process.
- Explain the approaches taken across a range of ESG integration databases and software available, and the nature of the information provided.
- Identify the main providers of screening services or tools, similarities and differences in their methodologies, and the aims, benefits and limitations of using them.

- Describe the limitations and constraints of information provided by ESG integration databases.
- Describe primary and secondary sources of ESG data and information.
- Describe other uses of ESG and sustainability systems data.
- Explain how credit rating agencies (CRAs) approach ESG credit scoring.

08. ESG integrated portfolio construction and management

By the end of this topic, learners should have:

- An understanding of ESG integrated portfolio construction and management.
- An ability to apply ESG screens to the main asset classes and their sub-sectors:
 - Explain the impact of ESG factors on strategic asset allocation.
 - Describe approaches for integrating ESG into the portfolio management process.
 - Explain approaches for how internal and external ESG research and analysis is used by portfolio managers to make investment decisions.
 - Explain how screening has evolved through different approaches to responsible investment, and the benefits and limitations of the main approaches.
 - Explain the main indices and benchmarking approaches applicable to sustainable and ESG investing, noting potential limitations.
 - Apply ESG screens to the main asset classes and their sub-sectors.
 - Distinguish between ESG screening of individual companies and collective investment funds.
 - Explain how the risk-return dynamic of portfolio optimisation is impacted by ESG integrated investing.

- Evaluate different types of ESG/SRI investment in terms of key objectives, investment considerations and risks.
- Describe approaches to managing passive ESG portfolios.

09. Investment mandates, portfolio analytics and client reporting

By the end of this topic, learners should have:

- An understanding of investment mandates portfolio analytics and client reporting:
 - Explain why mandate construction is of particular relevance and importance to the effective delivery of ESG investing.
 - Explain how ESG screens can be embedded within investment mandates/ portfolio guidelines to:
 - Generate investment returns.
 - Manage portfolio risk.
 - Explain the most common features of ESG investing that asset owners and intermediaries, including pension consultants and fund selectors, are seeking to identify through request for proposal (RFP) and selection processes.

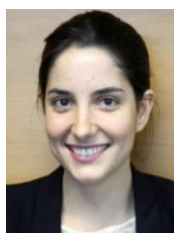
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Claudia Antuña

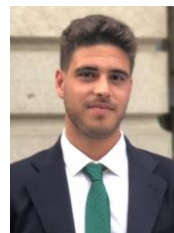
Dirección académica

Socia, Afi Inversiones
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María Martín

Gestora de fondos de
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Constancia

- Al concluir el curso todos los participantes que hayan aprobado al menos el 80% de las evaluaciones y/o ejercicios prácticos, recibirán una constancia de participación.



Duración, fecha y lugar

El programa docente consta de **116 horas de formación Online más 12 horas streaming**, con el Aula Virtual disponible las 24 horas del **4 de noviembre de 2025 al 21 de mayo de 2026**.



Monto de inversión

El monto de inversión por participante es de:

\$31,500 más IVA

- Si es miembro de la Asociación de Bancos de México - ABM consulte la promoción disponible para asociados.

Formalización de la inscripción y condiciones generales

Plazas limitadas

- ❑ Se formalizará la inscripción enviando un correo a **educacioncontinua@abm.org.mx** y/o **afiglobaleducationmexico@afi.es** con el comprobante de pago antes del inicio del curso.
- ❑ El inicio del curso está sujeto a alcanzar el quórum requerido para la correcta ejecución de la metodología.
- ❑ Las cancelaciones deberán comunicarse por escrito a la dirección de correo electrónico **educacioncontinua@abm.org.mx** y/o **afiglobaleducationmexico@afi.es** y darán derecho a la devolución del 100% del importe de la inscripción, siempre que se comuniquen al menos 2 semanas antes a la fecha de inicio del curso.
- ❑ En determinados supuestos, se podrá acordar la sustitución de la persona inscrita por otra de la misma empresa, hasta el día anterior al inicio del curso, previa comunicación por escrito a Afi Global Education.

Contacto:



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Afi Alumni

Después de 30 años de actividad, Afi Global Education ha formado una amplia comunidad de profesionales en el ámbito económico, financiero, tecnológico y de la sostenibilidad.

Afi Alumni es un servicio destinado a antiguos alumnos, que ofrece los siguientes beneficios:

- ❑ **Formar** parte de la comunidad de antiguos alumnos para facilitar y promover las relaciones profesionales y sociales entre antiguos alumnos.
- ❑ **Contribuir** al desarrollo profesional de los miembros mediante actividades de formación y orientación profesional.
- ❑ **Facilitar** contenido e informes sectoriales elaborados por el Grupo Afi, así como el envío periódico de la revista especializada del Grupo.
- ❑ **Fomentar** la relación de los antiguos alumnos con Afi Global Education y el Grupo Afi, creando una red de conocimiento en temas económico-financieros y tecnológicos.

Networking

Eventos anuales Alumni | Jornadas Open Alumni
| Jornadas Sectores | *Lead by Experience Journeys*

Desarrollo Profesional

Formación especializada | Beneficios para
formación y desarrollo | Bolsa de empleo |
Servicios de carreras profesionales

www.afi globaleducation.mx

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