

UNIVERSITY OF SANTO TOMAS

The Graduate School
**CENTER FOR CONTINUING PROFESSIONAL
EDUCATION & DEVELOPMENT**
IN PARTNERSHIP WITH
REYNALDO J. SERMONIA

CERTIFICATE COURSE IN INVESTMENT MANAGEMENT

September 16 – November 11, 2016
(every Friday)

9:00am – 5:00pm

Thomas Aquinas Research Complex (TARC)
Graduate School
University of Santo Tomas
Espana, Sampaloc, Manila

The Certificate Course in Investment Management (CCIM) was jointly developed by the UST Graduate School – Center for Continuing Professional Education and Development and the RJSermonia Financial Consultants with the aim of providing participants with a comprehensive understanding of the theory and practice of Investment Management.

This program was developed, due in large part, to the need of individuals and institutions for advice and guidance from ethical, objective and highly trained investment professionals. It developed against the backdrop of extreme volatility in the global financial markets. In addition, the low-level of education in investment management in the Philippines has caused many retail and some institutional investors to become victims of financial scams. Thus, this program is keeping with the mission-vision and core values of the UST Center for Continuing Professional Education and Development.

OVERVIEW

The Certificate Course in Investment Management (CCIM) is currently the only program in the Philippines designed for professionals and individual investors seeking to achieve a high level of competency in investment management.

The CCIM is a transformative experience designed to fit the schedule of the participants who are most likely engaged in full-time work or business. It is a unique

program in which foundational financial theories are blended with real-life relevance – lectures will be loaded with practical applications and examples appropriate for the Philippine market.

It is offered over an 8 week period, including a review session on basic statistics/financial mathematics and finance/economics, designed especially for those who need a refresher and those without finance / business background.

There will be a three-hour final examination to be administered a week after the last session.

During the program, participants will learn to:

- ✓ Develop portfolio strategies based on modern portfolio theory, which is the work horse framework for building asset allocations, and post-modern portfolio theory
- ✓ Develop an investment policy for individuals and institutions
- ✓ Develop specific investment strategies based on the individuals/institutions' goals and objectives, time horizon, and risk appetite
- ✓ Effectively manage investment portfolios
- ✓ Analyze portfolio performance
- ✓ Analyze regulatory and ethical issues in investment management

- ❖ Participants who successfully complete the program may earn a 3-unit elective in the Master in Business Administration (MBA) program of the UST Graduate School (subject to particular conditions).

WHO SHOULD ATTEND

- CFOs/Treasurers/Controllers and other finance staff of corporate, financial, non-profit institutions; coops, and LGUs.
- Investment advisors/consultants
- Individual investors
- Advanced students

***Participants are required to bring a
FINANCIAL CALCULATOR during the class**

COURSE SCHEDULE/OUTLINE

September 16

Session 1: Fundamentals

- Key concepts and applications
- Time value of money
- Applied Finance and Economics
- Global financial market

September 23

Session 2: Portfolio Theory and Behavioral Finance

- Global Credit Crisis of 2008
- Modern Portfolio Theory
 - Theory and Practice
 - Applications to Philippine Market

September 30

Session 3: Portfolio Theory and Behavioral Finance

- Behavioral Finance Theory
 - Theory and Practice
 - Applications to Philippine Market
- Review Session

October 07

Session 4: Traditional and Alternative Investments

- Global Investments – Equity and Fixed Income
- Foreign Exchange
- Investment Alternatives in the Philippines

October 14

Session 5: Traditional and Alternative Investments

- Options, Futures and other derivatives
- Hedge Funds and Private Equity
 - Introduction to Technical Analysis

October 21

Session 6: Investment Management Process

October 28

Session 7: Portfolio Performance and Risk Measurement

November 04

Session 8: Ethics and Regulatory Considerations

- Philippines
- US/International
- Final Review Session

November 11

Session 9: Final Examination

REGISTRATION FEE & RESERVATION:

Each participant who enrolls shall pay the:

a. **Regular Rate: Php 25,000.00**

b. **Early Tiger Rate: Php 20,000.00**

(For participants who will register and pay the reservation fee on or before September 09, 2016. Otherwise, the regular rate applies.)

c. **Reservation** may be made by **depositing a fee of Php5,000.00 (Non-refundable in case you cancel your reservation a week before the program starts) at any BPI branch to Account Name: University of Santo Tomas, Account No. 0151-0000-45.**

d. **Please email a copy of the deposit slip, together with the accomplished reservation form to ust_ccped@yahoo.com** and wait for a confirmation of receipt to ensure slot.

e. Remaining balance may be paid by depositing amount to any **BPI branch to Account Name: University of Santo Tomas, Account No. 0151-0000-45**. Please present the deposit slip on the first day of the program at the registration desk.

f. We discourage walk-in participants.

Reservation Form:

YES, I will attend the UST Certificate Course in Investment Management in September 2016 at the Thomas Aquinas Research Complex, University of Santo Tomas Graduate School, España, Manila.

Name: _____
 First Name M.I. Surname

Position: _____

Company/Organization: _____

Address: _____

Office Tel. No. _____

Fax No. _____

Cell phone No. _____

Email Address: _____

Signature: _____

This form may be reproduced for additional participants.

UST:S009-00-FO01

Profile of Course Instructor:

REYNALDO J. SERMONIA

Educational Qualification:

- *Certificate in Financial Asset Management and Engineering (with Honors) from Swiss Finance Institute, Lausanne, Switzerland;*
- *Certificate in International Cash Management from UK Association of Corporate Treasurers, London, England;*
- *Fellow - Advanced Study Program from Massachusetts Institute Of Technology;*
- *MBA in Finance (with Honors) from University Of Chicago, Chicago, Illinois;*
- *MA in Economics from Williams College, Massachusetts, USA;*
- *AB Economics from University Of Santo Tomas*

Professional Experience:

- *Treasury Advisor, Boston, Massachusetts, USA*
- *Treasurer, Qatargas, Doha, Qatar;*
- *Director of Global Treasury Operations, Bausch & Lomb, Rochester, New York;*
- *Director of Treasury, Amazon.Com, Seattle, Washington;*
- *Executive Director, Sumitomo Bank Capital Markets, Hong Kong;*
- *Treasury Consultant, POSCO, Seoul, South Korea*
- *Director of Treasury Operations, Medtronic, Minneapolis, Minnesota;*
- *Manager of Funding & Foreign Exchange, American Express, New York, New York*

For further information, please contact:

ASSOC. PROF. JOCELYN F. AGCAOILI, MHPEd, MSPT
Director

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