

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

**CERTIFICATE COURSE IN**  
**INVESTMENT MANAGEMENT**

**January 20 – March 24, 2018**  
Every Saturday / 8:00am – 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 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 investment advice and guidance from ethical, objective and highly-trained professionals. The course took shape against the backdrop of extreme volatility in the global financial markets due to various global events (Brexit, Frexit, Calexit, Trump, etc.). In addition, the relatively 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 being offered in keeping with the mission-vision and core values of the UST Center for Continuing Professional Education.

**Overview**

The Certificate Course in Investment Management (CCIM) is currently the only program in the Philippines designed for individuals 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. It is a unique program in which foundational financial theories are blended

with real-life relevance – lectures are loaded with practical applications and examples appropriate for the Philippine market.

The course is offered over a 9-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.

At the end of the program, and in line with Outcomes Based Education (OBE), there will be a final investment project. The previous session participants organized an Investment Club.

During the program, participants will learn to:

- ✓ Develop investment portfolio strategies based on modern portfolio theory, which is the work horse framework for building asset allocations, and post-modern portfolio theory.
- ✓ Develop investment policy for individuals and institutions.
- ✓ Develop specific investment strategies based on the individuals/institutions' goals and objectives, time horizon, and risk appetite.
- ✓ Manage investment portfolios.
- ✓ Analyze portfolio performance.
- ✓ Analyze regulatory and ethical issues related to investment management.
- ❖ Participants who successfully complete the program may earn 3 cognate units 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 sessions.**

**Course Schedule/Outline**

**January 20, 2018**

**Session 1: Fundamentals**

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

**January 27, 2018**

**Session 2: Portfolio Theory and Behavioral Finance**

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

**February 3, 2018**

**Session 3: Portfolio Theory and Behavioral Finance**

- Behavioral Finance Theory
  - Theory and Practice
  - Applications
- Review Session

**February 10, 2018**

**Session 4: Traditional and Alternative Investments**

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

**February 17, 2018**

**Session 5: Traditional and Alternative Investments**

- Options, Futures and other derivatives
- Hedge Funds and Private Equity

**March 3, 2018**

**Session 6: Investment Management Process**

**March 10, 2018**

**Session 7: Portfolio Performance and Risk Measurement**

**March 17, 2018**

**Session 8: Ethics and Regulatory Considerations**

- Philippines
- US/International
- Final Review Session

**March 24, 2018**

**Session 9: Practical Investment Project**

### Registration Fee & Reservation:

**Early tiger rate of Php20,000.00** per participant for those who will pay on or before **January 6, 2018**. Regular rate of Php25,000.00 after the early tiger period shall be applied. This fee is inclusive of certificate of completion / attendance, seminar kit, 8GB USB, and meals.

Registration may be made by **depositing the Full Amount at any Bank of the Philippine Islands (BPI) branch to University of Santo Tomas (UST) Savings Account No. 0151-0000-45**. After depositing, please email a copy of deposit slip together with the accomplished registration form to **ust\_ccped@yahoo.com**. Official receipts will be issued on the first day of the course.

Cancellation fee of Php 5,000 will be charged for those participants who cancel their reservation one week before the start of the certificate program date.

### Registration Form:

YES, I will attend the UST Certificate Course in Investment Management in January 2018 at the TARC UST GS, Espana, 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**
- **Attended finance training programs at Oxford, Cambridge, and Carnegie-Mellon.**

#### 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**
- **Adjunct faculty, Alaska Pacific University**

#### For further information, please contact:

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**Director**

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