

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

**CERTIFICATE COURSE IN
INVESTMENT MANAGEMENT**

July 28 – September 8, 2018
Every Saturday / 9:00am – 5:00pm
Thomas Aquinas Research Complex (TARC)
Graduate School
University of Santo Tomas
España, 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 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 would be loaded with practical applications and examples appropriate for the Philippine market.

The course is offered over a 7-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.

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 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 sessions.**

Course Schedule/Outline

July 28, 2018

Session 1: Fundamentals

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

August 4, 2018

Session 2: Portfolio Theory and Behavioral Finance

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

August 11, 2018

Session 3: Portfolio Theory and Behavioral Finance

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

August 18, 2018

Session 4: Traditional and Alternative Investments

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

August 25, 2018

Session 5: Traditional and Alternative Investments

- Options, Futures and other derivatives
- Bitcoin/Cryptocurrency
- Hedge Funds and Private Equity

September 1, 2018

Session 6: Investment Management Process & Ethics

September 8, 2018

Session 7: > Portfolio Performance and Risk Measurement

- > Regulatory Considerations
- > Practical Investment Project

Registration Fee & Reservation:

Early tiger rate of PhP 20,000.00 per participant for those who will reserve and pay on or before July 14, 2018. Regular rate of PhP 30,000.00 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 as course reservation fee 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 reservation 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.

Reservation Form:

YES, I will attend the UST Certificate Course in Investment Management in July – September 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), Swiss Finance Institute, Lausanne, Switzerland;*
- *Certificate in International Cash Management, Association of Corporate Treasurers, London, England;*
- *Fellow - Advanced Study Program, Massachusetts Institute of Technology, Cambridge, Massachusetts;*
- *MBA in Finance (with Honors), University of Chicago, Chicago, Illinois;*
- *MA in Development Economics, Williams College, Williamstown, Massachusetts;*
- *AB Economics, University of Santo Tomas, Manila, Philippines;*
- *Attended finance training programs at Oxford, Cambridge, and Carnegie-Mellon.*

Professional Experience:

- *Treasury Advisor, Boston, Massachusetts;*
- *Treasurer, Qatargas, Doha, Qatar;*
- *Director of Global Treasury, 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(MBA), Alaska Pacific University, Anchorage, Alaska.*

For further information, please contact:

ASSOC. PROF. JOCELYN F. AGCAOILI, MHPEd, MSPT
Director
Center for Continuing Professional Education
and Development (CCPED)
University of Santo Tomas Graduate School Thomas
Aquinas Research Complex,
España Blvd., Manila, Philippines 1015

Telephone No. (+632) 406-1611 local 4030
Telefax No. (+632) 731-5396/ 740-9732
Cellphone No. 0917-3680248 / 0998-9451034
Email: ust_ccped@yahoo.com



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<http://graduateschool.ust.edu.ph/ccped>