



## ELECTIVE COURSES FOR 2021

*Details are subject to change.*

### FINANCE

COURSE	UNIT	FACULTY	DESCRIPTION
Investment Banking	1	Paolo Azurin	Provides an overview of the investment banking profession, including sales and trading, research, and banking.
Mergers and Acquisition	1	Paolo Azurin	An overview of the mergers and acquisitions (M&A) process in large publicly listed companies beginning with looking at M&As as part of overall corporate strategy, evaluation of opportunities, execution of transactions, and post-merger integration.
Portfolio Management	1	Paul Joseph Garcia	A portfolio manager works to make money grow, whether it is the client's money or the manager's personal wealth. The fund manager decides how to allocate assets represented by fixed income and equities securities. The manager studies the whole collection and tries to arrange them all in the best way, so that the client can profit from the opportunities in the capital markets.
Fixed Income Market Analysis and Strategies	1	Roel Refran	Corporate bonds and treasury securities are examples of fixed income instruments that provide investors with regular income stream at specified intervals. A better understanding of the advantages and risks of investing in fixed income securities provides decision-makers with the perspectives and tools to arrive at a sound investment decision or action.
Financial Risk Management	1	Christine Kempeneers	The course intends to train the students in both the art and the science of financial risk management. It will provide students with an introduction to risk management tools and techniques for managing interest rate, foreign exchange, commodity price as well as credit risks. Students will learn to analyze and define underlying risks that companies face, be introduced to basic risk management methodology and, after properly assessing risks, define risk policy and risk appetite as well as the strategies to manage financial risks.
Financial Markets and Derivatives	1	John Francis T. Diaz	<b><i>"Profit is the reward for taking risk."</i></b> - Frank Knight (1885-1972), American Economist Financial Markets and Derivatives (FMD) offers a comprehensive introduction to the sophisticated financial instrument called "derivatives". FMD students will be acquainted to the different types of derivatives instruments and how they are traded in exchanges and over the counter (OTC) markets. The course will also introduce the Black-Scholes (and Merton) Option Pricing Model (BSOPM), and Option strategies.

\* 1 unit is 15 classroom hours.



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### FINTECH

COURSE	UNIT	FACULTY	DESCRIPTION
Introduction to FINTECH	1	Malik Kotadia	This introduction to FinTech reviews the “before” the use of FinTech, and the rapidly accelerating landscape once the term became in vogue.
Key Enablers, Ecosystem and Stakeholders	1.5	Malik Kotadia	This course will take a holistic look at the various enabling technologies (e.g., AI, Blockchain, Big Data, IOT and wearables), and understand how these are already shaping and will further mold Financial Services. It also reviews the various key players that make up the Fintech ecosystem (fintechs, banks, angel investors and VC accelerators, regulators and policy makers, multi-lateral agencies (like ADB, UN etc), government lawmakers etc.) and the role of these different stakeholders in building and driving the ecosystem
Categories (Pay, Borrow, Insure, Invest)	1.5	Alexander Sarmiento	This course will explore key categories of financial services (payments, lending, insurance and investing) and examine how various forces led by technology are changing the way these services operate today.
Business Model	1	Alexander Sarmiento	This course explores business models in the fintech space, by extending and putting into practice in practice what the student learns in the classroom through an applied fintech “project” (entrepreneurial or intra-preneurial). The faculty facilitating this course will first visit various existing business models across the payments, digital banking, lending, insurance, and investments landscape. Students then form teams that set out – in modular format – to identify and complete a project in the financial services ecosystem that involves understanding and working with/through fintech concepts, enablers, and issues. The project could be either within the context of an existing industry stakeholder (bank/FI, regulator, fintech startup, or other organization), or student-initiated (such as a new student-formed startup doing an MVP). (Recommended project timescale ~ 3 to 4 weeks)

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### MARKETING

COURSE	UNIT	FACULTY	DESCRIPTION
Digital Marketing	2	Babak Hayati	Provides students with strategic and tactical knowledge to guide firms in a digital world that is overflowing with data on consumers, brands, and competitors.
Retail Marketing	1	Rebecca R. Ricalde	Covers how retail marketing is showcasing products aligned with customer's purchase journey, creating campaigns and promotion to engage customers, and embracing the value of experience-focused marketing. As today's physical stores and digital channels merge, this course will also explore how retail marketing is evolving.
Understanding Consumer Behavior	1	Maria Luisa C. Delayco	Focuses on understanding key multivariate models of consumer behavior that explain the underlying factors behind consumer choice
Customer Relationship Management	2	Sandeep Puri	Examines customer relationship management (CRM) as a key strategic process within all organizations. Focusing on process, strategy, and technology.

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### SUSTAINABLE FINANCE

COURSE	UNIT	FACULTY	DESCRIPTION
Sustainable Business Model	1	Paolo Azurin	This course aims to explore how private businesses can be used as a force for change to address some of the world's greatest problems. This would require reimagining how firms operate and engage all stakeholders.
Sustainable Tourism in Asia	1	Fernando Martin Y. Roxas	Exposes the students to the management dynamics of sustainable tourism sites, and the proper management of scarce environmental resources. The course highlights how tourism destinations and enterprises can practice sustainability.
Special Topics on Sustainability	2	Felipe O. Calderon	This course will cover the following topics: <ol style="list-style-type: none"><li>1. Sustainability Reporting</li><li>2. Social Marketing</li><li>3. Impact Investing</li><li>4. B Corp Certification</li><li>5. Financing of Ecosystem-based adaptation</li><li>6. Sustainable Energy Finance</li><li>7. Climate Risk</li></ol>

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### BUSINESS ANALYTICS

COURSE	UNIT	FACULTY	DESCRIPTION
Data Visualization and Storytelling	1	Cindy Saw	Introduces participants to the importance of successful data visualizations and intelligible data-driven stories in creating actionable insights.
Data Strategy	1	Erika Fille T. Legara	Covers some of the fundamental ideas behind data science to understand and better appreciate how critical having a sound data strategy is for enterprises to compete in analytics
Artificial Intelligence	1	Patricia Manasan	This will be a hands-on and an application-heavy module, looking at real-world data and cases in different fields.
Advanced Business Analytics	1	Wan Yee Hui	Business Analytics, in general, is a combination of Data Analytics, Business Intelligence and Computer Programming. It refers to the ways in which enterprises such as businesses, non-profit organizations, and governments can use its own & other social media data to gain useful insights and make better decisions.

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