	COURSE	CODE	UNIT	FACULTY	DESCRIPTION
1	Mergers and Acquisitions	SEFIN201	1	Mr. Paolo Azurin	The course provides an overview of the mergers acquisitions (M) process in large publicly listed companies. Topics will cover the ff: Looking at M as part of overall corporate strategy, Evaluation of opportunities, Execution of transactions, and Post-merger integration. This course will benefit those who intend to pursue careers in business development, corporate finance and banking. At the end of the course, students will be able to: 1. Build financial models for the purpose of valuation and analysis 2. Evaluate the financial merits and trade-offs of M 3. Evaluate the strategic rationale for an M transaction 4. Assess the impact of transactions to various stakeholders in the firm 5. Communicate their opinions and analyses on mergers and acquisitions using knowledge gained through participation in group presentations and class discussions
2	Investment Banking	SEFIN202	1	Mr. Lito Biacora	The course provides an overview of the investment banking profession, including sales and trading, research and banking. Topics will include valuation, capital raising through debt capital markets (DCM), equity capital markets (ECM), and other types of securities. This course targets finance majors and will benefit those who intend to pursue careers in banking, research, broking and corporate finance. At the end of the course, students will be able to: 1. Build financial models for the purpose of valuation and analysis 2. Evaluate the financial merits and trade-offs of M 3. Evaluate the strategic rationale for an M transaction 4. Assess the impact of transactions to various stakeholders in the firm 5. Communicate their opinions and analyses on mergers and acquisitions using knowledge gained through participation in group presentations and class discussions
3	Portfolio Management	SEFIN203	1	Mr. Jake Veluz	This course introduces the student to Portfolio Management. A portfolio manager works to make money grow, whether it is the client's money or the manager's personal wealth. The investment manager decides how to allocate assets represented by fixed income and equities securities, and now, alternative assets such as real estate, commodities, hedge fund strategies, and cryptocurrencies. The investment manager studies the investment universe and tries to allocate them all in an efficient, risk-adjusted investment portfolio, so that the client can profit from the opportunities in the financial markets. What is the "best way to manage an investment portfolio"? It depends on the client, on what the client's investment objective and risk tolerance.
4	Fixed Income Market Analysis and Strategies	SEFIN204	1	Atty. 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. FIMAS will be the basic course on understanding the characteristics of fixed income securities as an asset class and the features and characteristics of these securities from the perspective of the issuer and investors. In addition, we will discuss the market infrastructure for fixed income securities from the time they are issued up to trading in the public markets. The challenges and principles behind pricing and valuing bonds for public offerings to institutional and retail investors will be discussed. Finally, we will cover trends in the global fixed-income markets post 2008 global financial crisis in light of the traditional hedging instruments (e.g., credit default swaps, etc.) and given the new financial markets landscape (e.g., FinTech, bitcoins, etc.).
5	Financial Risk Management	SEFNT201	1	Ms. Christine Kempeneers	Students are expected to develop an understanding of fundamental economic and market concepts that shape financial markets as well as derivative markets which provide a company's finance leadership with the opportunity to hedge financial 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 and define strategy and approach to financial risk management. The course also provides the student with an introduction to risk management tools and techniques for managing interest rate, foreign exchange, commodity price as well as credit risks. This course does not only focus on embracing the methodology underlying the FRM curriculum, but also gives equal spotlight to the inherent limitations of the quantitative framework and its applications, and the corporate governance reality that often curtails the proper application of the framework. The course thus intends to train the graduate students in both the art and the science of financial risk management. The students will appreciate hedging solutions, by taking on the predominant methodology in applying financial models, mathematical rigor, and the "real world" pitfalls and alternatives that may lie beyond its pure quantitative reach, while mindful of the current financial markets developments and the practical applications to critical financial decisions. At the end of the course, students will be able to: 1. Explain the elements of global financial markets and market risk implications. 2. Differentiate financial risk from business risk and classify different types of financial risk into four major types: market, liquidity, credit, operational. 3. Identify different sources of financial risks and understand the various methods and instruments used in managing financial risks. 4. Explain the various derivative markets and instruments, and their applications to risk management. 5. Illustrate the methods used to measure volatility, correlations, and Value at Risk. 6. Evaluate business scenarios using previously learned financial risk management concepts
6	Advanced Valuation	SEFIN206	1	Prof. Ma. Theresa Manalac	Valuing companies is part art and part science. How might one value a company if significant assets are buried under the ground? How might one value banks, which are highly regulated and levered? The course will cover valuation in transactions involving large publicly listed corporations around the world. Students will also explore the strategic implications of their valuations, and review transaction structure (legal and accounting) and due diligence considerations as applicable. At the end of the course, students will be able to: 1. Explain the mechanics and dynamics of various valuation methods 2. Estimate valuations of various types of businesses (energy, banks, property, mining, chemical companies) and understand the advantages and disadvantage of each method based on the characteristics of each business 3. Explain the role of valuation in a transaction and at the same time appreciate various strategic, legal and accounting considerations 4. Run and explain option valuation and how to apply it to various opportunities 5. Negotiate the value of a business in the context of live acquisition negotiations in the classroom

7	Introduction to FINTECH	SEFIN207	1	Prof. Joey Camus	Fintech is one of the fastest growing and hottest areas, at the intersection of financial services and technology. It has seen record investments, as dozens of unicorns are created all over the world, across various verticals of fintech- Digital payments, Alternative lending, blockchain and cryptos, Regtech, data privacy and information security and insurtech. As this sector grows rapidly, the focus is moving from tech capitals like Silicon Valley, London and berlin to emerging markets in Asia, LatAm and Africa. Along with the rise of fintechs, we are also seeing the rise of TechFins, whereby Big techs are leveraging their massive customer base and superior tech to provide financial services faster, cheaper, easier.
8	Key Enablers and Ecosystem	SEFNT202	2	Prof. Philip Kwa Prof. Joey Camus Mr. Kharl Yeung	With Digital disruption transforming financial services in a dramatic and fundamental manner, banking will look very different in this decade as compared to the previous ones. This disruption is powered by 3 key enablers: 1)Emergence of exponential technologies like: A.I, Blockchain, Cloud, Big Data, IOT etc. 2)Changing user behavior and 3)Evolving regulatory landscape, including frameworks and policies on Open banking, Regulatory sandbox, balance between risk and innovation etc. This course will attempt to take a holistic look at these various enablers, and how they are shaping, and continue to mold Financial Services. This course will also look at how FinTech is not about simply one industry participant, but an ecosystem comprising various players- Banks, Fintechs, Big Techs, Tech Fins and Regulators.
9	Categories (Pay, Borrow, Insure, Invest)	SEFNT203	1	Mr. Mykee Cruz	This course will explore key categories of financial services and examine how various forces, led by technology, have changed (and are changing) the way these services operate today. We distill our exploration down to fundamentals using first principles thinking, or – as thought leader Clayton Christensen put it – by identifying the “job” we “hire” our financial service provider (be it bank, cooperative, or fintech startup) to “do.” In essence: •transact for goods and transfer value (“payments”); •exchange differently-timed cash flows (“lending”); •share risks across the system (“insurance”); •put value at risk to reap potentially greater returns (“investing”). As students journey through the categories of payments, lending, insurance, and investments, they will gain context along the following dimensions: •Evolution (History – Present Day/Enablers at Play – Future Trends) •Geographic Setting (Global – Asian, and in particular Southeast Asia – Philippine) •Commercial Import (Models – Real World Examples – Personal relevance) The course will leave in-depth discussion of emerging technologies that ignite financial service innovation (led by blockchain), the new business models they enable, and the key actors of the ecosystems they impact, to the remaining courses in the fintech conentration (namely Business Models, and KEES - Key Enablers, Ecosystem, and Stakeholders).
10	Business Models	SEFNT204	1	Mr. Mykee Cruz	This course builds on the foundations of the three other fintech electives (Intro to Fintech, Categories, KEES). It explores business models in the fintech space by extending and putting into practice what the students learn in the classroom through an applied fintech project: their own startup. The 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 opportunities to solve real world problems using financial technology approaches, concepts, and solutions.
11	Digital Marketing	GMKTG240	2	Prof. Babak Hayati, PhD	The goal is to discuss the major concepts, methods, and tools that help marketers develop and implement effective digital marketing plans. Multiple topics will be discussed to enable students to think like a digital marketing strategist. This course provides students with the strategic knowledge to guide firms in a digital world that is overflowing with data on consumers, brands and competitors.
12	Retail Marketing	SEMKT202	1	Ms. Rebecca Ricalde	Retail marketing is the application of marketing functions in distribution of goods to the customers. In today’s competitive environment, retailers should think beyond selling goods. This course will guide students on how retail marketing is aligned with customer’s journey: crafting campaigns and promotion to engage customers, developing seamless experiences in purchasing, creating after-sales services and strategies to grow and build a loyal customer base. In addition, this class will also discuss tools and strategies, such as Customer Relationship Management, Private Label Development, Onsite/Instore Execution and Channel, and Assortment Planning to help retail businesses be more competitive. As today’s new normal challenges how physical stores operate, this course explores how retail marketing needs to be experience-focused and how it needs to evolve to digital thru omnichannel strategies and social commerce. At the end of the course, students will be able to: 1. Explain recent trends and challenges in the retail industry as customers shift to digital channels in their path to purchase 2. Evaluate customer growth and loyalty thru effective omnichannel strategies, customer relationship management and loyalty programs 3. Analyze how channel, category and assortment planning can improve the customer experience 4. Examine how retailers and brands can excite customers by with successful in-store and onsite marketing campaigns 5. Discuss entrepreneurial tactics such as such as private label, digitally native vertical brands, personalized e-commerce and experience-based retailing that build competitiveness 6. Create an innovative Retail Marketing plan for brands that need to advance their strategies for reaching customers
13	Brand Management	SEMKT203	1	Prof. Eric Caeg	A brand needs to be managed and built, and even the most successful and dominant brands require constant innovation, reinvention and re-thinking in order to continue to be relevant in their customers hearts and minds and maintain love and loyalty. It is very difficult to do this today given the myriad of choices and options that customers have, and the constant innovation taking place in the market from both big and small players. We will approach the study of brand management looking at all the areas that involve building and maintaining brand love, starting with the target market definition, understanding the customer via consumer understanding and developing a consumer insight, positioning the brand, and how to strengthen a brand’s equity, including the topics of brand purpose, brand image, brand extension, global branding. At the end of the course, students will be able to: 1. Describe the big picture of managing a brand in order to build equity. 2. Discuss the criteria for defining the ideal target market of a brand. 3. Explain how to mine customer insights from customer understanding. 4. Discuss how to develop a winning positoning for a brand. 5. Discuss how to maintain and build a brand for long term sustainability.

14	Customer Relationship and Sales Management	SEMKT204	2	Prof. Sandeep Puri	In this era of hyper-competition, customer relationships and sales management are critical for the success of a business. Effective customer management helps to maintain a high touch in this high-tech environment. Customer Relationship Management (CRM) is the process of building and maintaining profitable customer relationships by delivering superior value and higher satisfaction to the customer. CRM acts as a source of competitive advantage and can also be a good brand differentiator in the crowded marketplace. Similarly, Sales is the lifeblood of any company, and sales managers are the heart and soul. By focusing on process, strategy, and technology, this course examines CRM as a strategic process that will help the participants develop and nurture customer relationships through a deepened understanding of CRM concepts and best practices. The participants will learn to create effective customer management and loyalty programs in different industries. In addition, this course will help you understand professional selling practices, emphasizing the selling process and sales management, including developing territories, determining potentials and forecasts, and setting quotas. At the end of the course, students will be able to: 1. Describe the importance of acquiring customers and retaining them for a lifetime 2. Classify the various strategies and tools used in customer relationship management 3. Explain the concepts, attitudes, techniques, and approaches required for effective decision making in sales management 4. Analyze the basic activities of sales management like sales performance evaluation; compensation; forecasting; budgeting; time and territory management 5. Strategize for sustained and profitable relationships with clients and customers in both the local and global context
15	Special Topics in Sustainability	SESFN201	1	Prof. Felipe Calderon	Financial institutions can indirectly contribute to the degradation of the environment and society because they provide financing to companies whose operations and products may have a detrimental impact on environment and society. The emerging focus of financial institutions on environmental and societal risks of their clients has evolved to what is now known as sustainable finance. Sustainable Finance is defined as any form of financial service which integrates environmental and social considerations in addition to profitability into lending and investment decisions. Banks engaged in sustainable finance are committed to lending and investing in companies that have integrated or intend to integrate the triple bottom line of people, planet and profit in their operations.
16	Sustainable Supply Chain	SESFN203	1	Prof. Albert Tan	Environmental issues and sustainability efforts can open many opportunities for businesses—product innovation can lead to first-mover advantage, environmental product differentiation can open new markets, green sourcing and waste reduction can reduce operating cost, etc. At the same time, they can present significant challenges—governments and communities are imposing higher standards on pollution, resource exploitation, etc. This course aims to provide students with an understanding of the sustainability challenges and opportunities facing supply chains today. We will look at some of the factors that are contributing to the adoption of sustainability in product design, in procurement, in production, in reverse logistics, in transportation and in warehousing. The supply chains today cannot be concerned only with creating shareholder value; their performance is also measured in terms of social, environmental and economic impact. At the end of the course, students will be able to: 1. Discuss the concept of Sustainable Supply Chain Management 2. Discuss the concepts of Green Supply Chain Operation Reference Model 3. Analyse the impact of Green Design for sustainability 4. Develop a Green Purchasing plan for sustainability 5. Design a Green Reverse Logistics Network to support circular economy 6. Design a Green Transportation network to reduce carbon emission 7. Discuss the benefits of Green Labels for sustainability
17	Sustainable Business Models	SESFN204	1	Prof. Paolo Azurin	Free market capitalism and the rise of businesses has brought the world into an era of higher incomes, better standards of living, and economic freedom. At the same time, a new set of challenges have emerged as a result, including the deteriorating environment, increasing inequality and access to basic services. 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. At the end of the course, students will be able to: 1. Discuss the "big problems" facing global society, including preserving the environment, corruption and inequality, and the moral roots of these issues. 2. Evaluate the role that businesses and organizations play in society at large, including recognizing the potential to create meaningful social change. 3. Analyze issues and trade-offs facing organizations to develop a sustainable business model. 4. Recognize global business models that have been successful in promoting sustainability in different communities. 5. Plan how to involve, empower and negotiate with various stakeholders in building sustainable business models.
18	Data Strategy	SEBZA202	1	Prof. Corinne Burgos	While most companies understand the importance of analytics and designing a data transformation that delivers value, fewer than 20 percent have maximized the potential and implemented at scale (Brocchi, Grande, et al., 2018). In this course, students will learn about the fundamental issues, opportunities, and challenges in the field of data science with real-world use cases. The course begins with a comprehensive overview of the field, which include the current state of data science and future directions. We will then zoom in on specific issues/topics relevant to data science practitioners and leaders: the data science pipeline/workflow, the economics of AI, AI and data strategy, and data/AI ethics and governance.
19	Applied Analytics with Apps	SEBZA204	1	Mr. Matthew Escobido	Applied Analytics with Apps leverage the usage of analytics in applications to help in decision making. Students will create "apps" (Excel worksheets, webapps, mobile apps etc) where an analytical engine processes input data to provide insights to help users and customers make decisions. The course will cover visualization of data and quantitative analysis to extract relationship between data. The implementation of the concepts in the course will be done in Excel and the Swift programming language. Student teams, however, are free to implement it in any environment (from Excel to full blown apps) they prefer