



**ASIASchool  
of Business**

in collaboration with MIT Sloan Management



# MICRO-CREDENTIAL IN CORPORATE FINANCE

AI-POWERED LEARNING IN ACTION

Faculty Professor Joseph Cherian / Supported by Jason Yap

**Videos are available beginning  
February 3, 2025**

**Course Credits:**  
2 Credits

After watching the required videos,  
live sessions are on:

- February 15, 2025
- March 1, 2025
- March 9, 2025
- March 15, 2025
- March 22, 2025

[asb.edu.my/ace](https://asb.edu.my/ace)



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## Course Overview

In the world of business, every decision carries financial implications. This course provides a thorough exploration of the foundations of corporate finance, focusing on fundamental principles and contemporary issues in financial decision-making.

Over 6 to 8 weeks, you will be learning and evaluating key financial theories, using and developing tools and techniques, and conducting hands-on financial simulations that are crucial for corporate financial decision making.







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## Course Outline

Through a combination of videos, quizzes and real-world case discussions in our live sessions together, you will learn the following:

1. Time Value of Money  
Understand how time, inflation and uncertainty affect the value of money, and how this impacts financial decisions.
2. Cost of Capital  
Learn how firms determine their funding costs.
3. Investment Criteria  
Evaluate different methods for making sound investment choices.
4. CAPM  
Gain insights into risk, through a commonly used measure called "CAPM beta".
5. Capital Allocation  
Develop strategies for the efficient allocation of resources within a corporation.
6. Market Shenanigans  
Identify and analyze unethical financial practices, from real-world case studies and examples.

Here's how you can stack up your Micro-Credential by scanning the QR code below.





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## Course Learning Outcomes

At the completion of the course, you will be able to:



### **Analyze**

the theories and key terms in corporate finance.



### **Evaluate**

financial management tools and techniques.



### **Interpret**

financial data and financial policies of corporation.

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## Assessment

Learners must undergo the various assessment categories below and achieve at least a grade C in order to receive the Micro-Credential in Corporate Finance:

- |  |     |
|--|-----|
| 1. Case Studies & In-class Discussions ..... | 20% |
| 2. Simulation .....                          | 15% |
| 3. Quizzes .....                             | 30% |
| 3. Final Exam .....                          | 35% |

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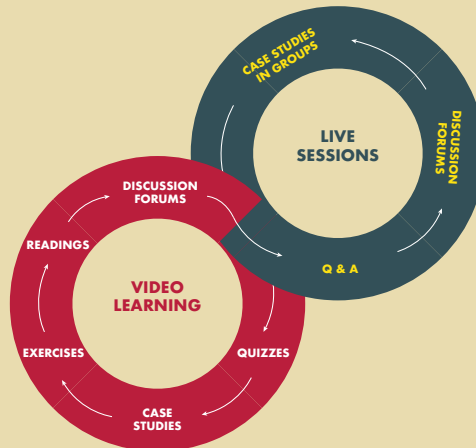
## Class Structure

### Video Learning

Before the live sessions, you will watch short video lectures lasting 20 to 40 minutes and complete assignments to cement your understanding of the videos.

### Live Sessions

The live sessions are held in hybrid format, beginning with a review of the video lecture and followed by a discussion of the case of the day.



### Duration

The course is delivered over a period of **8 weeks that includes 5 weekends** of hybrid sessions. **Session starts on February 15 and ends on March 22, 2025.**

### Participant Profile

The Corporate Finance course is designed for Executives who want to make informed corporate decisions and strengthen their foundational and applied knowledge of corporate finance.

Live-session dates in table below:

Live-session	Date and Time
First Live-session (half day)	Saturday, February 15, 2025 2:00pm - 5:15pm (Malaysian Time)
Second Live-session (half day)	Saturday, March 1, 2025 2:00pm - 5:15pm (Malaysian Time)
Third Live-session (half day)	Saturday, March 9, 2025 2:00pm - 5:15pm (Malaysian Time)
Fourth Live-session (half day)	Saturday, March 15, 2025 2:00pm - 5:15pm (Malaysian Time)
Fifth Live-session (half day)	Saturday, March 22, 2025 2:00pm - 5:15pm (Malaysian Time)





## Faculty



**Professor Joseph Cherian** is Practice Professor of Finance at the Asia School of Business and at the Samuel Curtis Johnson Graduate School of Management at Cornell University (Visiting). He was most recently a Practice Professor of Finance at the National University of Singapore (NUS) Business School.

Prior to NUS, Joe was Managing Director, Global Head and CIO of the Quantitative Strategies Group at Credit Suisse in New York where he had direct responsibility for over US\$67 billion in client assets managed to a quantitative discipline. He was a two-term member of the Johnson School's Dean's Advisory Council and is now an Emeritus Member of the Council.

Joe has had appointments at Singapore's Central Provident Fund (CPF) Advisory Panel and the National Research Foundation's Early-Stage Venture Fund Evaluation Panel. He was an Independent Non-Executive Director of Bursa Malaysia, and a consultant to Fullerton Fund Management, a Temasek subsidiary, and Singapore Exchange (SGX) in Singapore. Joe holds a BSc in Electrical Engineering from MIT, and MSc and PhD degrees in Finance from Cornell University.

Joe is a HRD Corp certified trainer.



**Jason Yap** currently is the lead of the Academic Support team and an Instructor. He oversees the academic support operations and co-teaches Finance and Accounting. He holds a Bachelor of Commerce (Honours) and ACCA qualification. Prior to joining ASB, he worked as an auditor and a tax accountant in a multinational oilfield services company. Years later, he found his passion in education and joined a Leadership Development Program under Teach For Malaysia. Under the programme, he furthered his postgraduate study in education and taught in a public school, while launching several initiatives for the school and community.

He is actively involved in community service organisations. He is also a certified coach under ICF and a HRD Corp certified trainer.

**RM10,000 or approx USD2,200\***

\*This ACE course, which is part of ASB's accredited degree program, is exempted from Malaysian SST.

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The ACE courses are:

- Stackable to degrees. They can be combined to gain eligibility to apply for comprehensive qualifications, culminating in the ASB Master of Business Administration (full-time 12 months) or Executive Master of Business Administration degrees (part-time 16 months).

**Register now for this course:**



**Asia School of Business, ASB Academic,**  
11 Jalan Dato' Onn, 50480 Kuala Lumpur

Ministry of Higher Education Malaysia  
Registration No: DU046(W)

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