



**Global Network for Advanced Management**  
**iMBA and EMBA**  
**School Year 2026-2027**  
**Course Outline**

|                     |                                      |
|---------------------|--------------------------------------|
| <b>School</b>       | W. SyCip Graduate School of Business |
| <b>Course Code</b>  | GNAM GNW                             |
| <b>Course Title</b> | The NEW Language of Business         |
| <b>Units</b>        | 1 unit                               |
| <b>Term</b>         | Elective                             |

|                           |                                                              |                    |
|---------------------------|--------------------------------------------------------------|--------------------|
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| <b>Consultation Hours</b> |                                                              |                    |

|                      |                      |
|----------------------|----------------------|
| <b>Program Staff</b> | Juno Gabriel T. Tria |
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| <b>Extension No.</b> |                      |

**Resource Speaker/s:**

Atty. Mario Cerilles  
Prof. Daniel Broby, PhD  
Prof. Philip Kwa, PhD  
Prof. Yvonne Swee Lee Liow, PhD

**A. Course Description**

Financial accounting is often referred to as the Language of Business (LOB). Financial statements have been the primary tool to communicate an organization's performance to shareholders, customers, suppliers, banks, and regulators. Historical financial information has become a key ingredient in forecasting future performance. However, sustainability has also become a global business issue over the years. The international accounting firm PwC acknowledges that "sustainability is fast becoming the lens through which a business is judged by its customers, workforce, society, governments and even its investors." Financial institutions were also identified as key enablers for businesses to get their sustainable initiatives off the ground resulting in the introduction of sustainable finance. At the same time, cybersecurity has been receiving significant attention as crucial for corporate success. For these reasons, the traditional LOB course is being reinvented and is now called the New Language of Business (NLOB) which is an integration of the following topics: (1) Law and ESG, (2) Sustainable Marketing, (3) Generative A.I. and Its Impact on Cybersecurity, (4) "What is Green FinTech?". Under NLOB, these topics will be

discussed not only from the traditional approach but also from a sustainability lens using the ESG (environment, social, and governance) framework. The overarching objective is to develop business leaders who are knowledgeable in analyzing and reporting company performance from both financial and sustainability perspectives.

*Note: Content of the course outline is subject to change.*

## B. Pre-requisites

Not applicable.

## C. Course Learning Outcomes

**At the end of the course, students will be able to:**

1. Apply the triple bottom line concept – people, planet, and profit;
2. Explain the different facets of sustainability; and
3. Formulate strategies on how to operationalize sustainability initiatives.

## D. Course Contribution to Program Learning Goals and Objectives

| Course Learning Outcomes | Program Learning Goals/Objectives                                                                          |
|--------------------------|------------------------------------------------------------------------------------------------------------|
|                          | 1. AIM MBAs will be analytical, critical, and logical thinkers.                                            |
| 1,2                      | 1.1 Identify critical factors in management setting.                                                       |
|                          | 1.2 Identify reasonable alternatives.                                                                      |
|                          | 1.3 Apply appropriate qualitative and/or quantitative analytical methods                                   |
|                          | 1.4 Reach conclusions using well-structured and logical reasoning                                          |
|                          | 1.5 Students incorporates creativity and innovative thinking in problem solving                            |
|                          | 2. AIM MBAs will be effective communicators.                                                               |
| 3                        | 2.1 Deliver oral presentations that are well organized, engaging and informative.                          |
| 3                        | 2.2 Produce written projects that are well-structured, concise, and analytical.                            |
| 3                        | 2.3 Engage in substantive dialogue, actively listen and contribute to an exchange of ideas.                |
|                          | 3. AIM MBAs will be effective and ethical leaders and team players.                                        |
| 1,2                      | 3.1 Recognize the consequences and impact of business decision on contemporary social issues               |
|                          | 3.2 Evaluate ethical dilemmas in profit and non-profit organizations.                                      |
|                          | 3.3 Achieve team objectives by collectively expending their efforts for the group task                     |
| 3                        | 3.4 Demonstrate professional interpersonal relations with other team members                               |
|                          | 4. AIM MBAs will effectively manage the interaction of various functional areas.                           |
|                          | 4.1 Set organizational goals                                                                               |
|                          | 4.2 Understand the importance of functional interdependence and linkages in achieving organizational goals |
|                          | 4.3 Understand the functional integration in managing the stakeholder objectives of an organization        |

|     |                                                                                                                                 |
|-----|---------------------------------------------------------------------------------------------------------------------------------|
|     | 5. AIM MBAs will have adequate understanding of Asian and global business.                                                      |
| 1,2 | 5.1 Understand the purpose, function and goals of world and regional trade organizations and agreements                         |
| 1,2 | 5.2 Analyze the opportunities and threats in the environments associated with managing organizations, regionally and globally   |
| 1,2 | 5.3 Understand the qualities that enhance cross-cultural effectiveness and develop strategies to improve their own competencies |
|     | 6. AIM MBAs will learn to use scenario analysis to manage risks and reduce potential threats.                                   |
| 3   | 6.1 Manage risks effectively and efficiently.                                                                                   |
| 3   | 6.2 Understanding of scenario analysis to assess environments                                                                   |

## E. Learning Methodology

Case Methodology

Class Discussion

On-site class sessions in AIM and all requirements submitted via ALICE

## F. Grading Criteria

|                            |                            |              | Weight      |
|----------------------------|----------------------------|--------------|-------------|
| Class participation (sync) | Active class participation | (Individual) | 60%         |
| Presentation               | All members should present | (Group)      | 40%         |
| <b>Total</b>               |                            |              | <b>100%</b> |

*\*Final Grades automatically calculated in the ALICE Grade Center are not conclusive and are subject to Program Deliberations of the Faculty at the end of the Program Term*

## G. Student Responsibilities and Conduct

Students are expected to conduct themselves with the utmost professionalism in all classes.

Information and policies on student responsibilities and conduct, including dysfunctional behavior (such as attendance, plagiarism, cheating, etc) and grievance procedures are in the Student Handbook.

