



DE LA SALLE UNIVERSITY

GRADUATE PROGRAMS IN BUSINESS

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The De La Salle University Graduate Programs in Business expose students to various local and global perspectives, facilitating their learning with the support of topnotch faculty, research experts, and industry practitioners. Students are trained to develop pioneering, innovative, and transformative ideas and solutions for business and industry.

Over the years, graduates of the business programs have taken key positions in private corporations, government, non-governmental organizations, and the academe, serving as resource for national and regional development.

De La Salle University
Ramon V. del Rosario College of Business
Graduate Programs in Business
Founded 1930

RVR COB

GRADUATE PROGRAMS IN BUSINESS

- Doctor of Business Administration
- Doctor of Philosophy in Business
- Master of Business Administration
- Master of Science in Computational Finance
- Master of Marketing Communications
- Master of Science in Accountancy
- Master of Science in Entrepreneurship
- Master of Science in Marketing
- Master of Science in Financial Engineering
- Master of Science in Industrial Relations
- Master in Risk and Insurance Management
- Diploma in Management
- Diploma in Entrepreneurship
- Diploma in Financial Engineering
- Diploma in Industrial Relations Management
- Diploma in Marketing

DOCTOR OF BUSINESS ADMINISTRATION **(48 UNITS)**

The Doctor of Business Administration Program is designed to advance the professional development of managers, entrepreneurs, academics, and other professionals in the business and public management arena. The program aims to expand their knowledge and perspectives in critical areas of management, guided by humanistic and ethical values. A transdisciplinary approach is used with focus on managing for social responsibility and sustainability and an openness to case study and professionally relevant research.

DOCTOR OF PHILOSOPHY IN BUSINESS **(48 UNITS)**

The Doctor of Philosophy in Business Program is designed for individuals who are engaged in teaching and research in business and management. It aims to develop a high level mastery of qualitative and quantitative approaches in order for students to come up with new ways of exploring, organizing, and solving complex problems facing firms, industries, public and nongovernmental institutions, and society. A distinctive feature of the program is the intensive training in decision sciences and other quantitative approaches that are essential components of academic research in various business and management disciplines. Immersion activities for research and consultancy as well as student exchange programs here and abroad are encouraged to complement technical skills.

MASTER OF BUSINESS ADMINISTRATION **(36 UNITS)**

The Master of Business Administration Program aims to develop highly capable and socially responsible managers for the 21st century. The program produces graduates who are critical thinkers, technically proficient, and socially responsible lifelong learners and leaders. The program's emphasis on practice-oriented research, corporate social

responsibility and Lasallian values make it distinct from other MBA programs in the country and Asia. Responding to the global demand for field expertise, DLSU MBA offers specialized thrusts that will hone students' knowledge in their chosen business fields. Electives are available in the following areas:

- Agribusiness
- Culture and Arts Management
- Finance
- Governance
- Human Resources Development
- Information Technology
- International Business
- Marketing
- Operations Management
- Property Management
- Small Business Management
- Sports and Recreation Management
- Supply Chain Management

Specializations are available in the following areas:

- Business Management
- Finance
- Human Resources Development
- Marketing



MASTER OF SCIENCE IN ACCOUNTANCY (36 UNITS)

The Master of Science in Accountancy Program is designed to keep pace with recent technological advances in the field. New accounting methodologies and standards are introduced based on developments and emerging issues in the global economy. The program will provide a breadth of knowledge needed for a student to master theories and principles that frame a range of problems and issues in the business world. Its holistic style is enriched with perspectives of economic theory, quantitative techniques, behavioral science, business ethics, international accounting, and finance practices. Graduates are highly competent and globally oriented in the art and science of accounting theory, practice, and research in the 21st century.



MASTER OF SCIENCE IN COMPUTATIONAL FINANCE (36 UNITS)

The Master of Science in Computational Finance Program is an intensive program geared towards educating students, investment analysts, portfolio managers, and financial advisers to integrate mathematical and statistical models and techniques with financial theory and computer technology. It prepares students to have the necessary foundation in mathematics, statistics, finance, and computer science disciplines, and to apply these disciplines to the latest computer technology. It likewise seeks to meet the challenges and opportunities presented by the financial markets. This program helps prepare students for the challenging Chartered Financial Analyst examinations and other certifications in finance and management accounting.

MASTER OF SCIENCE IN FINANCIAL ENGINEERING (36 UNITS)

The Master of Science in Financial Engineering Program equips students with a comprehensive set of mathematical and technological tools to enable them to meet the requirements of the financial economy. It is a fusion of the study of mathematics, statistics, information and computer technology, and the study of finance. It seeks to identify and develop sound strategies and models that will meet the challenges of a dynamic financial environment amid competition, globalization, and advances in technology. Possible career opportunities in risk management, treasury management, investment banking, international trading, quantitative asset management, arbitrage, and financial research/forecasting await the successful graduate.

MASTER IN RISK AND INSURANCE MANAGEMENT (36 UNITS)

The Master in Risk and Insurance Management Program is intended to equip insurance professionals and other individuals interested in the field with a multi-faceted perspective in enhancing one's decision-making capabilities toward managing risk and uncertainty in both life and non-life insurance. It provides training in building the necessary analytical, mathematical, and communication skills required of professionals engaged in the insurance sector like underwriters, brokers, loss adjusters, actuaries, and insurance agents, those employed in national and international agencies involved in the field such as liaison officers of reinsurance companies, and individuals connected with such private institutions like pre-need firms, investment houses and other finance institutions that conduct business with insurance companies. Students acquire in-depth knowledge of issues and challenges in the areas of fund acquisition and fund management in an industry that has increasingly become more competitive and which operates an economic environment more exposed to international financial market developments.

MASTER OF SCIENCE IN ENTREPRENEURSHIP (36 UNITS)

The Master of Science in Entrepreneurship Program is designed for individuals with entrepreneurial inclination or with interest in research and teaching to develop them into competent and globally competitive entrepreneurs, researchers, and academic professionals. Students benefit from a "learning-by-doing" approach, and a training program that covers mastering opportunities, resource allocation, and handling business ventures.

MASTER OF SCIENCE IN INDUSTRIAL RELATIONS MANAGEMENT (36 UNITS)

The Master of Science in Industrial Relations Program aims to enhance the knowledge, skills, and values of students on industrial relations management related to development, training, wage administration, health and safety, and labor relations. Using a "school-to-work" scheme, it integrates practical and theoretical approaches to learning.

MASTER OF MARKETING COMMUNICATIONS (36 UNITS)

The Master of Marketing Communications Program is designed for professionals in the marketing, communication, and media industry. It equips them with the creative as well as management skills to make them competent in maximizing the impact of marketing communication tools and techniques for the private, public, and non-governmental sectors. Graduates are forward-thinking and innovative marketing specialists who are adept at various media and have distinctly Lasallian values and attitudes.

MASTER OF SCIENCE IN MARKETING (36 UNITS)

The Master of Science in Marketing Program offers a comprehensive training for professionals and tertiary level marketing faculty that exposes them to the theoretical and practical aspects of the field. It prepares the students for the Certified Professional Marketer (CPM)-Asia Pacific exam needed to undertake the PhD program. It emphasizes the centrality of mathematical and statistical reasoning in interpreting economic phenomena through model building.

LOMA IN MANAGEMENT

(27 UNITS)

The Diploma in Management Program is suited for young professionals who wish to upgrade their managerial skills and competencies. The diploma may be credited for units in the master's program for management, business, or related field.

LOMA IN ENTREPRENEURSHIP

(21 UNITS)

The Diploma in Entrepreneurship Program is designed for professionals with entrepreneurial inclination as well as for academics and researchers in the field. It aims to provide training in the principles, problems, and practical aspects of entrepreneurship. Units taken from this course may be credited towards a full-fledged master's degree in the same field.

LOMA IN FINANCIAL ENGINEERING

(21 UNITS)

The Diploma in Financial Engineering Program equips students with a comprehensive set of mathematical and technical skills to enable them to meet the requirements of the financial economy. It is a fusion of the study of mathematics, statistics, information, and computer technology and the study of finance. Units earned from this program may be credited towards a master's degree in the same field.

DIPLOMA IN INDUSTRIAL RELATIONS MANAGEMENT

(21 UNITS)

The Diploma in Industrial Relations Program aims to enhance the knowledge, skills, and values of students on industrial relations management related to development, training, wage administration, health and safety, and labor relations. Using a "school-to-work" scheme, it integrates practical and theoretical approaches to learning. Units earned from this program may be credited towards a master's degree in the same field.

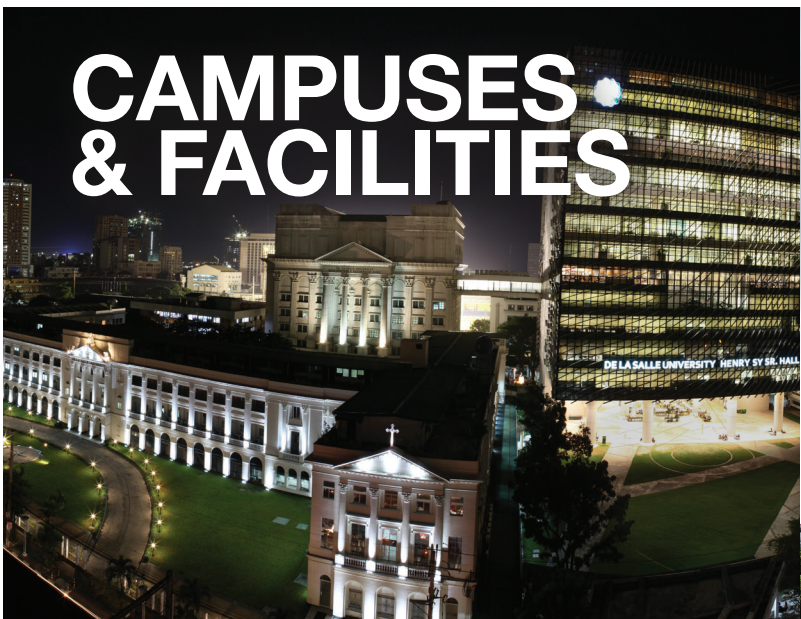
DIPLOMA IN MARKETING

(21 UNITS)

The Diploma in Marketing Program is suited for professionals who wish to upgrade their managerial skills and competencies. The diploma may be credited for units in the master's program for management, business, or related fields.



CAMPUSES & FACILITIES



To allow ease of access to working students, a number of programs are offered at three DLSU campuses located in Metro Manila's central business districts.

Manila: De La Salle University, 2401 Taft Avenue

Makati: 5F RCBC Tower II, 6819 Ayala Avenue

Taguig: De La Salle University Rufino Campus, 33 University Parkway, Bonifacio Global City

Wireless ports, libraries, smart classrooms, and international online journals are available in all campuses to facilitate students' exposure to business thought leaders.

As a member of the ASEAN University Network, the University allows students access to the library databases of top universities in the ASEAN region.

Electronic databases:

EBSCO Online, Emerald insight, I-stats, Lex Libris, proQuest Digital Dissertations, ProQuest Online Reuters, OSIRIS, JSTOR

Research centers:

Center for Business Research and Development (CBRD) DLSU-Angelo King Institute for Economic and Business Studies



Majority

of faculty members are industry practitioners. They are senior managers of local and multinational companies or proprietors of successful businesses.



Case method is the predominant form of instruction, similar to major MBA programs around the world.

Faculty Profile:



Number of faculty members with a **doctoral degree**



Number of faculty members with degrees from **universities abroad**

FACULTY PROFILE



Faculty members are graduate degree holders and industry practitioners who facilitate the sharing of theoretical and practical knowledge in class, exposing students to the best practices and trends in various business settings.

Ablaza Araneta Calero Chua Consunji Cu Echauz Follasco Gonzalez
Aboitiz Alunan Bacani Bonoan Camacho Concepcion Enriquez Kahn
Lacson Buenaventura Cojuangco Cuisia Estrada Garrucho
Ledesma Mapa McMicking Osmeña Gokongwei Hilado
Lopez Magsaysay de Ocampo Orosa Pardo Paterno
Lhuillier Luchangco de Lange Ortigas Romero Sandejas Sy Tan
Rufino Razon de los Reyes Romulo del Rosario Sy Tan
Ugarte Valdes Villegas Yuchengco Yap Yu Tan Yang
Villavicencio Wassmer Zobel

The **Lasallian MASTER** (Mavens, Stewards, Trailblazers, and Entrepreneurs Resource) is a recognition program established in June 2010. This program was established during the 50th anniversary of graduate business programs in DLSU. It aims to honor alumni in the field of business and finance who have been faithful to the Lasallian credo of "Achievers for God and Country."

Lasallian MASTERS are living men and women who studied at DLSU. These alumni are mavens, stewards, trailblazers, and entrepreneurs who have made significant contributions to the advancement of their industries and society in general. They are recognized locally and internationally for their achievements and philanthropy as they serve as resource for Church and Nation.



Lasallian MASTERS

Rene Buenaventura, MBA 1983

Director and Vice Chairman, Equicom Savings
Bank Trustee, Go Kim Pah Foundation

Dr. Lydia Echauz, DBA 1993

President, Far Eastern University
Recipient, The Outstanding Filipino Award
in Education, 2009

John Gokongwei, Jr., MBA 1977

Founder and Chairman Emeritus
of JG Summit Holdings, Inc. Chairman
of the Gokongwei Brothers Foundation, Inc.

Jose Pardo, MBA 1964

Secretary of Finance, 2000-2001
Secretary of Trade and Industry, 1998-2000

Eduardo Cojuangco, Jr., HS 1952

Chairman, San Miguel Corporation
Governor, Province of Tarlac, 1967-1986

ALUMNI NETWORK

Formal coursework incorporates the distinctly Lasallian perspective of caring for people, challenging graduates to exemplify humanistic values and social responsibility by creating businesses that uplift society.

The DLSU business program takes pride in a prestigious list of graduates who are respected and influential in their respective fields. Alumni include entrepreneurs and senior management professionals working in the region's top private business firms and public service organizations.



NETWORK

ADMISSIONS & SCHOLARSHIPS

General admissions requirements

- Bachelor's degree from a government-recognized institution
- Satisfactory admission test scores
- Satisfactory interview and essay results
- Minimum of two years full-time work experience
- To download Application Form, go to:
<http://www.dlsu.edu.ph/admissions/graduate/>

Scholarships

Merit-or needs-based scholarships and financial loans are available to deserving graduate students.

The Office of Admissions and Scholarships is in charge of administering such assistance.



(632) 524 4611 local 468 or 166



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