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THE UNIVERSITY AND COLLEGE



About the University

De La Salle University (DLSU) is a private higher educational institution located at 2401 Taft Avenue, Manila, Philippines. It occupies a land area of about 6 hectares situated in a residential-commercial district next to one of three elevated rail lines of the metropolis. Classrooms and laboratories are found in 10 of its 18 buildings. Support facilities include a main library with two satellites, two chapels and a prayer room, a sports complex, a bookstore, a student center, three canteens, and two clinics.

A student population of about 16,000 undergraduates and over 4,000 graduate students belong to seven colleges and one school: Ramon V. del Rosario College of Business (RVR COB), College of Computer Studies (CCS), Br. Andrew Gonzalez College of Education (BAG CED), Gokongwei College of Engineering (GCOE), College of Law (COL), College of Liberal Arts (CLA), College of Science (COS), and the School of Economics (SOE). They are served by approximately 460 full-time teaching faculty, 150 full-time academic service faculty, and 560 part-time faculty members.

Directed by the Lasallian Guiding Principles and the University's Vision-Mission, the long-term strategic plans and the annual operational plans specify targets that cover the following: research, community engagement, teaching, governance, process, personnel, facilities, and finance (the first three being the primary facets of academic life at DLSU). Faculty members keep themselves abreast with developments in their fields and actively search for new knowledge through research activities. Students learn not only through course work and co-curricular activities, but also through engagement in socio-civic-environment activities and other projects organized by the student government and the numerous student organizations.

Learning is facilitated through the learner-centered Lasallian Pedagogical Framework, which is carried out in both lecture and laboratory classes and through on-the-job training and research. Production of new knowledge is actively promoted through 11 research centers and institutes: Angelo King Institute for Economics Research and Development (AKI); Center for Business Research and Development (CBRD); Bienvenido N. Santos Creative Writing Center (BNSCWC); Social Development Research Center (SDRC); Advanced Research Institute for Informatics, Computing and Networking (AdRIC); Center for Natural Sciences and Environmental Research (CENSER); Br.

Alfred Shields FSC Ocean Research (SHORE) Center, Lasallian Institute for Development and Educational Research (LIDER); Center for Engineering and Sustainable Development Research (CESDR); DLSU Jesse M. Robredo Institute of Governance; and the Food Institute.

Community engagement—integrated in academic programs—is also prompted by calls from dedicated university units like the Center for Social Concern and Action (COSCA), and commitment is carried into action in distinctive programs such as the One Million Trees and Beyond. To carry on the vision of its founder, the Philippine Lasallian community is vigorously building up a One La Salle Scholarship Fund to make Lasallian education accessible to the less fortunate.

De La Salle University is widely recognized as among the very best universities in the country. The granting of Center of Excellence status to many departments of DLSU by the Commission on Higher Education is one proof of this fact. The Lasallian imperative to constantly improve is seen not only in the continuing upgrade of facilities at the University, but also in the external quality assessments and accreditations it has undergone.

Vision-Mission

A leading learner-centered and research University bridging faith and scholarship, attuned to a sustainable Earth, and in the service of Church and society, especially the poor and marginalized

Core Values

Faith (religio). DLSU is committed to nurturing a community of distinguished and morally upright scholars that harmonizes faith and life with contemporary knowledge in order to generate and propagate new knowledge for human development and social transformation.

Service (mores). DLSU is committed to being a resource for Church and Nation and being socially responsible in building a just, peaceful, stable, and progressive Filipino nation.

Communion (cultura). DLSU is committed to building a community of leaders, competent professionals, scholars, researchers, and entrepreneurs who will participate actively in improving the quality of life in Philippine society within the perspective of Christian ideals and values.

Core Competencies

DLSU will be known for and distinguished by:

- Providing appropriate and relevant learner-centered educational experiences
- Producing cutting edge and innovative research that integrates learning and community engagement for holistic human development
- Forming critical and creative thinkers, effective communicators, reflective lifelong learners, and service driven citizens who are catalysts for social transformation
- Engaging alumni and academic-industry stakeholders in mutually beneficial partnerships that contribute to social transformation
- Pioneering organizational systems and processes that are state-of-the-art, innovative, integrated, and sustainable
- Engendering a nurturing environment that enables every Lasallian to live lives worthy of their human and Christian dignity
- Serving Church and Nation at the forefront of social advocacy and institution-building
- Empowering individuals and other institutions by sharing resources and expertise

Since it opened its doors on June 16, 1911, De La Salle University has pursued its commitment to the holistic development of its students and to educate the young Filipinos who would eventually help in the development of the Philippines. Topnotch faculty members who are acknowledged experts in their respective fields help prepare Lasallians to be competent professionals and responsible citizens. As it looks beyond its centennial, De La Salle University continues to build on its tradition of excellence and service.

Expected Lasallian Graduate Attributes for DLSU General Education Curriculum (ELGAs)

The Expected Lasallian Graduate Attributes (ELGAs) focus on the knowledge, skills, and attributes that graduates should acquire and demonstrate in their course of studies and internships as evidence of accomplishing the school's vision-mission. These ELGAs also reflect the graduate's capacity for lifelong learning and transfer of knowledge in the workplace.



ELGA

Desired learning results that demonstrate higher order thinking skills (deep understanding) – A Lasallian who:

Critical and Creative Thinker

- Generates ideas, designs, systems, or information with resourcefulness, imagination, insight, originality, aesthetic judgment, enterprise, and a risk-taking approach to meet current and emerging needs of society
- Responds to multiple experiences and ideas about the world and communicates personal and religious meaning through various modes and media
- Uses innovative methods and technologies to solve problems, make decisions, and envisage hopeful futures
- Constructs and applies knowledge, concepts, and theories, as much as possible, to align with Christian principles

Effective Communicator

- Communicates effectively and confidently in a range of contexts and for many different audiences
- Listens actively to the intent and spirit of others' words and responds appropriately verbally and non-verbally
- Composes and comprehends a range of written, spoken, and visual text to convey information that is meaningful to society and the Church
- Explores ideas critically and expresses them clearly for a variety of purposes
- Uses individual and group performances to explore and express ideas, thoughts, feelings, values, and understandings

Reflective Lifelong Learner

- Critically reflects on problems and issues to shape ideas and solutions that contribute to a better understanding of the wider world of the Church
- Critically evaluates and reflects on their assumptions and values
- Plans, organizes, manages, and evaluates own thinking, performance, behavioral and well being
- Reflects on the significance of God and/or religious experience for themselves and others
- Develops awareness of the spiritual nature and religious significance of life

Service-Driven Citizen

- Creates products and performances that achieve their purpose and are appropriate for their intended audience
- Develops and incorporates Christian leadership skills to contribute positively to the accomplishment of team goals through collaborative processes
- Develops and practices effective interpersonal skills in order to relate to others in peaceful, tolerant, compassionate, and non-discriminatory ways
- Nourishes relationships with God, self, others, and the environment with compassion, sensitivity, respect, integrity, and empathy
- Evaluates their moral sensitivities and sense of responsibility through participation in a range of learning contexts



About the College

Ramon V. del Rosario College of Business

Vision

To be the exemplary and innovative business school in Southeast Asia.

Mission

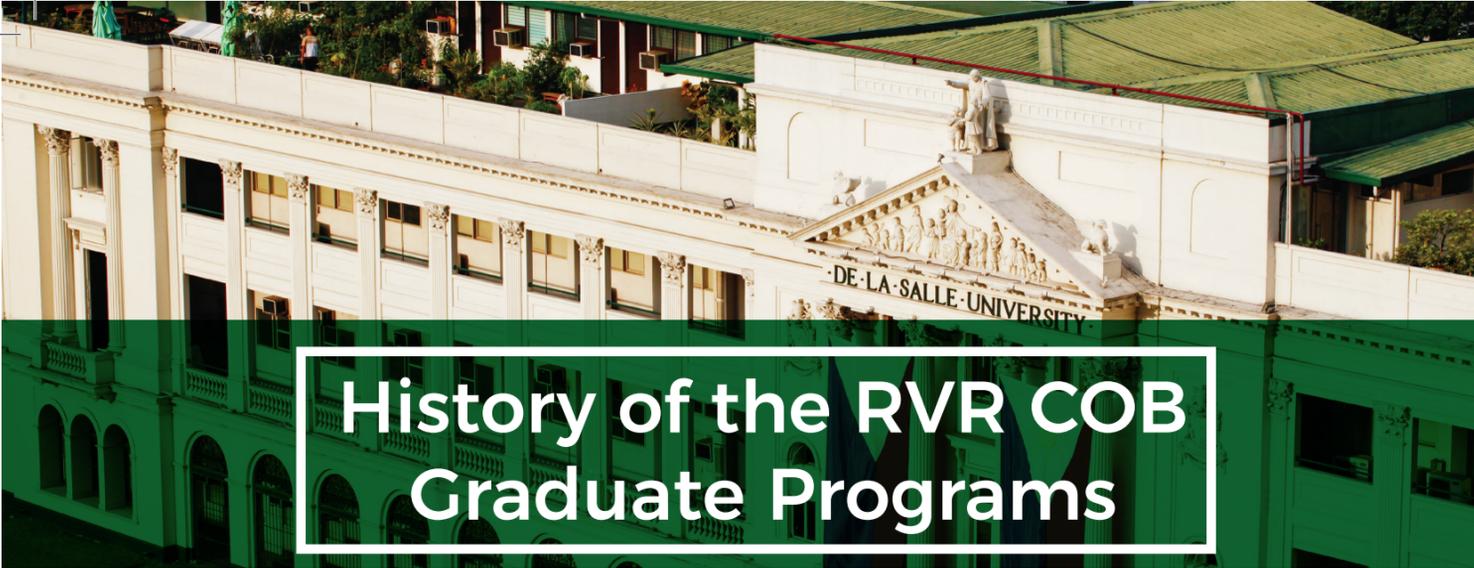
To bridge faith and business practice in the service of society, especially the poor

Attributes of the premiere business school

1. **GRADUATES** of the school will be Lasallian professionals who are technically competent, humanistic, socially responsible, and sustainability-oriented business managers, and leaders-qualities that befit the products of a Lasallian and Catholic institution
2. **RESEARCH** of the school will positively influence management practice and public policy in business & management. These products will contribute to the development of the country.

Because of the products and impacts of the business school, it will be the:

3. **SCHOOL OF CHOICE for STUDENTS** who aspire to become sought-after, well-rounded professionals, business managers, and effective entrepreneurs
4. **SCHOOL OF CHOICE for FACULTY** who want to contribute to the country's development by helping form the next generation of business leaders and produce leading edge business knowledge relevant to today's national and global challenges
5. **SCHOOL OF CHOICE for PARENTS** who believe in the quality of Lasallian Education for their children
6. **SCHOOL OF CHOICE for EMPLOYERS** from BUSINESS AND INDUSTRY who need well-equipped business managers who can manage company growth while meeting the growing obligations of business in today's world



History of the RVR COB Graduate Programs

The College of Business and Economics (CBE, now known as **Ramon V. del Rosario College of Business** of De La Salle University-Manila) was one of six undergraduate and graduate schools of the University before the School of Economics was incorporated in 2010.

CBE was established in 1920, as the College of Commerce, when the University began offering a two-year commercial course. In 1931, the Bachelor of Science in Commerce degree was first conferred after a third year was added to the initial two-year program.

In 1957, the College underwent its formal first survey by the Philippine Accrediting Association of Schools, Colleges, and Universities. The College of Commerce which became the College of Business and Economics, was home to two academic departments, which were recognized by the Commission on Higher Education as Centers of Development, Business Management and Economics. Its administrative offices were located at the St. La Salle Hall.

Students had options to specialize in any of the following fields: Accountancy, Business Management, Legal Management, Management of Financial Institutions, Marketing Management, Advertising Management, or Applied Economics. Students also had a choice to pursue a double-degree (Commerce-Commerce) program, which combined the degree of Bachelor of Science in Applied Economics with that of Accountancy or Commerce, major in any other business program of the College. The College also offered a double-degree (Liberal Arts-Commerce) program in partnership with the College of Liberal Arts, that combined a Bachelor of Arts major with that of Accountancy or Commerce, major in any other business program. Many of its alumni have distinguished themselves as assuming top-level positions in the academe, business and industry, and government, such as Jose Diokno, Alberto Romulo, and Enrique Zobel.

The College also offered the graduate programs during the following school years: Master of Marketing Communications in SY2003-2004; Master of Science in Accountancy in SY1996-1997; Master of Science in Entrepreneurship in SY2003-2004; Master of Science in Financial Engineering in SY2002-2003; Master of Science in Industrial Relations Management in SY 1998-1999; and Master of Science in Marketing and Diploma in Marketing in SY1998-1999. CBE was the largest College of the University in terms of students.

The Graduate School of Business (GSB) offered the Master of Business Administration (MBA) Program since 1960. In AY 1982-1983, GSB also offered the Doctor of Management (DM) Program, with two major fields of study: Business Management and Educational Management. The latter was in collaboration with the College of Education. At that time too, DLSU offered a separate MS Economics program to respond to the country's growing need for economists. At that time too, DLSU offered a separate MS Economics programs with Master of Science in Economics to respond to the country's growing need for economists. This resulted in the renaming of the GSB to GSBE or the Graduate School of Business and Economics.

In SY 1996-1997, the university was reorganized and the MS Economics Program was transferred to the then College of Business and Economics, which offered another program called the Master of Science in Applied Economics in addition to the Master of Science in Economics. The GSBE was again renamed the GSB. In addition, the MS Computational Finance (MSCF) program was created while the five-year program limit was instituted. Later, this program was revised to cover 42 units plus 1.5 units of pre-MBA/MSCF courses. It was also this year that the De La Salle University-Professional Schools, Inc. (DLSU-PSI) was established, with both the GSB and the College of Computer Studies (CCS) placed under its wing.

In 2006, when CCS transferred back to DLSU Inc., the DLSU-PSI was renamed as De La Salle Professional Schools, Inc. and operated autonomously of DLSU. It had its own library, clinic, registrar, testing, admissions, information technology, and security services. DLS-PSI transferred from the St. La Salle Hall to the 21st floor of the Br. Andrew Gonzalez Hall on August 31, 2006. The Board of Trustees of DLS-PSI decided to become autonomous in order to offer services better suited to its working graduate students. Its expansion to Green Hills, Makati, and Canlubang



prompted DLS-PSI to become fully independent from DLSU. In November 15, 2006, a joint resolution by the Board of Trustees of the De La Salle Professional Schools, Inc. and the National Mission Council of De La Salle Philippines renamed GSB as the Ramon V. del Rosario, Sr. Graduate School of Business, in memory of the distinguished Filipino industrialist who was a La Salle alumnus.

At about this time, in SY2006-2007 the Doctor of Philosophy in Business (PhD Bus) was offered initially for faculty members of the College to increase the number of faculty members with doctoral degrees. The PhD Bus program was initially designed and patterned after the PhD in Economics with more than 70 units but was later on revised in SY2009-2010 to reflect a more balanced offering of Business and Economics courses.

DLSU's desire for the vertical articulation of its business courses led to the reintegration of the Graduate School Business (GSB) into the College of Business and Economics in 2008. Under the new set-up, the administrators, faculty, and support staff of GSB were reassigned to the different administrative offices and academic departments of CBE. In 2010, the Economics Department was eventually incorporated as the School of Economics.

In 2011, CBE was split into the College of Business and the School of Economics. The College of Business was later christened the Ramon V. Del Rosario College of Business (RVR COB). RVR COB is composed of several academic departments, namely the Accountancy Department, the Commercial Law Department, the Decision Sciences and Innovation Department, the Financial Management Department, the Marketing Management Department, and the Management and Organization Department (MOD). RVR COB's academic departments offer nine (9) undergraduate degree programs, ten (10) Masters' programs, and two (2) Doctoral programs. These programs are housed in the different academic departments based on specialization and discipline. RVR COB Graduate Studies Committee, which is headed by the Vice Dean for Research and Graduate Studies, is composed of the Graduate Program Coordinators and Chairpersons of the academic departments who worked closely with each other in running the different graduate programs, to continue to develop highly capable and socially responsible managers, entrepreneurs, academics, and professionals in the 21st century.

ACADEMIC DEPARTMENTS



About the Academic Departments

The MBA and DBA graduate programs aim to develop competencies of professionals for general management roles – making these two programs truly multidisciplinary. The different academic departments of the college work hand in hand in offering courses relevant across different functional business areas, such as accounting, commercial law, decision sciences, finance, management and organization, and marketing.

Accountancy (ACC)

The Accountancy program prepares students for careers in accounting and related fields, and makes them ready to deal effectively with the problems they will face as professional accountants and responsible citizens. The program aims to develop the qualities that enhance the student's professional competence, awareness of his responsibilities to society, and appreciation of an accountant's high standard of integrity and objectivity.

The Accountancy Department (ACC) supervises the Bachelor of Science in Accountancy and the Master of Science in Accountancy programs. It intensifies its excellent accountancy program by offering a curriculum with the inclusion of on-the-job training in partner firms and hands-on training for computer subjects and by maintaining direct contacts with alumni and representatives of accounting firms and business industries to solicit inputs for curriculum updates

Vision

To be the leading and pioneering accountancy school in Southeast Asia

Mission

Responsive to the rapidly changing global business environment, we aim to integrate faith, accountancy scholarship, and practice in producing technically competent and ethically upright professionals dedicated to the stewardship of business resources through multi- and inter-disciplinary approaches

Commercial Law (CLW)

Intended to provide employment opportunities and at the same time be an ideal preparation for admission to the College of Law, the Commercial Law program introduces students to the many facets of Philippine Law, substantive and procedural, with Civil Procedure, Criminal Procedure, Labor and Social Legislation such as fields of concentration, complemented by basic subjects in Business Management designed to equip students with general principles of management and business policies. The program offers students in business as they are to undergo Legal Internship in their last term. In essence, Commercial Law approximates a paralegal academic program.

Vision

To be the leader in providing outstanding Legal Management education within the ASEAN that will mold business leaders who are socially-responsible, morally-fit, and proficient in law.

Mission

We aim to produce socially, morally, and legally responsible business leaders through innovative business and legal management programs, which integrate Lasallian values that promote holistic human development with a spirit of service for God and Community, complemented by highly competent faculty professionals.

Decision Sciences & Innovation Department (DSI)

The Decision Sciences & Innovation (DSI) Department focuses on the applications of management science techniques, innovation through entrepreneurship, and interdisciplinary business studies. It prepares individuals to become competent innovative leaders and future successful entrepreneurs by realizing their full potential. They are taught to be adaptive to technological advances and changing business and social conditions for sustainability.

Through its various programs, innovation is emphasized and acts as a catalyst for creating and reinventing quantitative tools and techniques that will be used in today's dynamic business environment. Equipped with the knowledge of techniques and tools used by business, students would be able to craft strategies and decisions that would make them serve God and country.

Its programs also instill future Lasallian leaders with values and skills in research, opportunity seeking, analysis, and decision-making in the area of management, entrepreneurship, and interdisciplinary business studies.

Vision

To be Asia's leading school in Entrepreneurship and Business Analytics through interdisciplinary approach.

Mission

To integrate faith and business practice through the pursuit of business research, community engagement and advocating innovative and ethical business practices in educating future – mappers and scenario builders for a sustainable future.

Financial Management Department (FMD)

The Management of Financial Institutions (MFI) program was launched in 1976 to answer the financial management needs of Philippine financial intermediaries and other Philippine businesses. While the major focus of the original program--to develop graduates with excellent decision making, problem solving, and analytical abilities--remain basically unchanged, the present program aims to support the MFI vision in response to the formidable challenges of the financial services industry.

The MFI vision is to position DLSU as a leading institution offering formal training for future financial service career executives responsive to the changing needs of the financial service businesses in the Philippines and the Asia-Pacific Region. The present program aims to train and develop future managers and professionals on the various skills, applied principles and strategies necessary for effective decision making. Specifically, the program intends to strengthen the graduates' foundation on the quantitative and empirical research tools; sharpen their understanding of changing financial regulations, markets, products, and risks; deepen their appreciation of the functional management areas in the more specialized financial services disciplines (such as investment banking, treasury management, and risk management), and allow them to integrate disciplines from strategic perspectives.

Vision

To be the best provider of finance education and research in Southeast Asia

Mission

To provide the business community with innovative leaders, capable of rendering internationally acceptable finance practices by upholding the Lasallian values of faith, service and communion, to sustainably serve society.



Management and Organization Department (MOD)

The Management and Organization Department (MOD) is a synergy of two significant historic streams in business education in De La Salle University. The first stream emerged from the former Graduate School of Business which first offered the Master of Business Education Program in 1960 and the Doctor of Management Program in 1981 (which was later renamed as the Doctor of Business Administration). The GSB became one of the country's leading business schools by providing relevant professional and scholarly business education characterized by a strong practitioner orientation to working managers and employees, entrepreneurs, and academics. It made itself more accessible to working professionals by establishing extension campuses near the business districts in La Salle Green Hills in Mandaluyong (1996) and in RCBC Plaza in Makati (2001).

GSB established a leadership role in Philippine management education when it required business ethics courses for its DBA (1981) and MBA (1998) students. This was further followed through with Sustainable Business in the DBA program in 2003 and Family and Work-life Harmony and Human Rights, Social Responsibility, and Sustainable Development in 2004. The GSB formally joined the international community of business schools committed to educating socially responsible managers when it signed up for the United Nations Principles for Responsible Management Education in 2009.

The Management and Organization Department offers the following graduate studies programs:

- Master of Business Administration (MBA)
- Doctor of Business Administration (DBA)

The department offers programs that combine:

- A global perspective in teaching;
- An extremely responsive and innovative curriculum;
- Industry-respected leaders and practitioners as professors and mentors; and
- A learning environment founded on diversity, all of which are inspired by Lasallian values.

Vision

Inspired by the Lasallian Guiding Principles and Catholic Social Teachings, we seek to be a leading academic department that integrates faith and management practice through values-based management education and research geared towards promoting integral human development and sustainable value-adding organizations in ASEAN.

Mission

- To develop competent, discerning, humanistic, nationalistic, and socially responsible business leaders, practitioners with a love of country and a global mindset, serving as change agents in society to uplift the conditions of the poor.
- To provide formal and continuing education and training to interested professionals, not only in business but also in other fields that require management expertise.
- To advocate responsible management practice through research-based writings, talks, and service engagements.

- To engage government and business in the formulation of policies meant to enhance the innovative capacity, competitiveness, and social responsibility of Filipino organizations.
- To create an environment that enables students to take responsibility for their learning through innovative, creative, and collaborative educational approaches.
- To build a collegial work community that supports each member's personal and professional growth.

Marketing and Advertising Department (MAD)

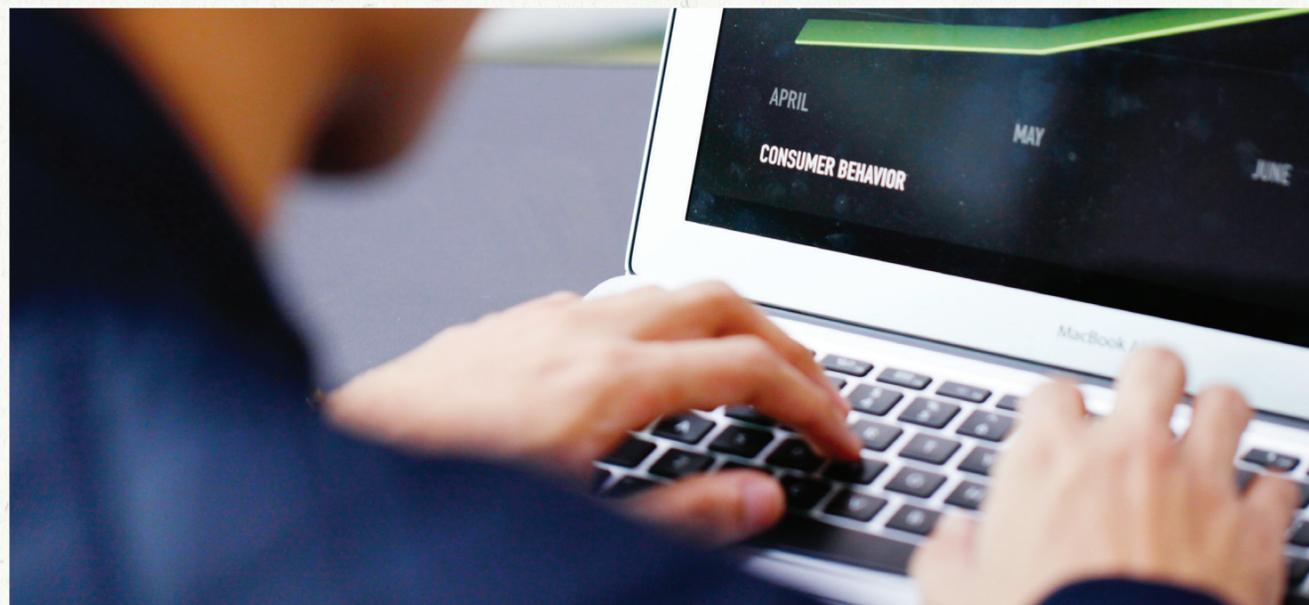
Marketing and Advertising Department (MAD) is designed to develop students for entrepreneurial or corporate work in marketing management and for them to be trainable for higher responsibilities in the same firm. The students are taught the theories and concepts in the classroom, and then they are given training on the practical aspects of the various areas of marketing by exposure to actual work situations through assignments in organizations (either for profit or non-profit).

Vision

Our vision is to be the acknowledged educational authority in ASEAN for marketing and advertising; to produce effective, socially conscious leaders who are professionally and morally equipped to establish ever-higher standards for success in their chosen fields.

Mission

Our mission is to set benchmark standards for marketing and advertising education in ASEAN by delivering interdisciplinary programs to students that combine the latest and most advanced knowledge from academia and business, that impart cutting-edge professional and intellectual skills, that foster disciplined creativity and innovation, and that engage minds and hearts in selfless ethical service to the community at large especially the poor.



Brief Background of the MBA and DBA Programs

DLSU's desire for the vertical articulation of its business courses led to the reintegration of the Graduate School Business (GSB) into the College of Business and Economics (CBE) in 2008. This resulted in the dormancy of the DLS Professional Schools, Inc. (DLS-PSI).

Under the new set-up, the administrators, faculty, and support staff of GSB were reassigned to the different administrative offices and academic departments of CBE. Some chose to seek employment elsewhere. This major organizational transition affected the quality of service delivered to both faculty and students of the program, and actually resulted in a dip of enrollment figures for a few years. But this structural change also set the stage for more streamlined administrative processes, strengthened the research orientation of the graduate school, and reoriented the undergraduate business programs from the mainstream, profit-oriented paradigm towards social responsibility and sustainable business.

In 2011, CBE was split into the College of Business and the School of Economics.

The College of Business was later christened the Ramon V. Del Rosario College of Business (RVR COB). RVR COB is composed of several academic departments, namely the Accountancy Department, the Commercial Law Department, the Decision Sciences and Innovation Department, the Financial Management Department, the Marketing Management Department, and the Management and Organization Department (MOD).

Under the new structure, the College assigned the faculty members of the defunct GSB to the different academic departments, depending on their qualifications and teaching experience. For example, faculty members who taught Accounting subjects were assigned to the Accountancy Department; those who had handled the marketing courses were assigned to the Marketing Management Department; those who taught statistics and operations management were assigned to the Decision Sciences and Innovation Department; those who taught Financial Management subjects were assigned to the Financial Management Department; and those who taught business law were assigned to the Commercial Law Department.



DOCTOR OF BUSINESS ADMINISTRATION

Doctor of Business Administration

The Doctor of Business Administration (DBA) 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 produce a practice-oriented management scholar who is able to source, assimilate, evaluate, create, disseminate, and apply management knowledge, guided by humanistic and ethical values. A transdisciplinary approach is used with focus on managing for social responsibility and sustainability and openness to case study and professionally relevant research.

The DBA Program involves intensive course work (36 units) and dissertation writing (12 units). The foundation courses include Management and Organization Theory, Statistics for Management Research 1, and Management Research. Advanced methods courses include Action Research, Statistics for Management Research 2, and Management Research 2. Course courses include Business Ethics and Corporate Social Responsibility, Strategic Management and Corporate Governance, Entrepreneurship and Intrapreneurship, Sustainable Business, and Leadership, Spirituality, and Organizational Transformation.

The entire program may be completed in a minimum of three years. Classes are held from 6:00 to 9:15 PM on weekdays, and from 9:00 to 12:00NN or from 01:30 to 4:30 PM on Saturdays.

Admission Requirements

For more info, please visit:

<http://www.dlsu.edu.ph/admissions/graduate/checklist-local.asp>

1. Application Form with 2"x2" picture with white background.
2. Two (2) pcs of 2"x2" recent & identical ID pictures with white background for the Exam Permit
3. Original or Certified True Copy of Transcript of Records (for those who studied in the Philippines) or Philippine Embassy authenticated copies of Transcript of Records (for those who studied outside the Philippines)
4. Original NSO Birth Certificate (or any valid substitute)
5. Photocopy of NSO Certificate of Marriage, for applicants who changed their names after marriage
6. Transfer Credentials/Honorable Dismissal/Certificate of No-Issuance - applicable to non-DLSU graduates who studied in a university or a college in the Philippines.

DLSU - Manila graduates will be asked to fill out an "Application for Transfer Credentials Form", which can be claimed at the Enrollment Services Hub

Certificate of Graduation - for applicants who did not earn a college or post graduate degree in the Philippines. Certificate must indicate degree title and date of graduation.

7. Two (2) Letters of Recommendation (pdf/101 kb). An employed applicant may secure a letter of recommendation from his/her current employer, immediate head or his/her own respective Human Resource Department or its equivalent. Letters of Recommendation may also be obtained from former/current advisers or professors.

8. Personal Statement Containing Academic and Career Objectives (pdf/12kb)
9. Certificate of Employment and job description, as required by the program. (At least 5 years of experience)
10. DBA applicants are required to submit a thesis or a final paper in the master's program or a final paper in a "Strategy" - related course.

All application requirements SHOULD BE SUBMITTED IN A PROPERLY LABELED LONG BROWN ENVELOPE. (Required format is "Last Name, First Name Middle Initial.", written in big capital letters on the front upper left corner.

Course Descriptions

DBA000D DBA Preparatory Seminar (1 unit Non-Academic)

A preparatory seminar that introduces the students to management scholarship orientation and tools.

Foundation Courses

DBA810D Management & Organization Theory (3 units)

The course critically reviews the nature and importance of management and organization theory and surveys the most prominent among these theories. The focus is on appreciating the various perspectives used by theorists and using theory to formulate research problems. The applicability of theory to practice is given particular emphasis. Students are encouraged to develop rudimentary management and organizational theories.

DBA721D Statistics for Management Research 1 (3 units)

This course prepares the incoming doctoral student in fundamental statistical analysis for research. The course presents an overview of the basic steps and conventions in statistical analysis for empirical research and gives the students opportunities to practice the component skills required to carry out these steps.

DBA722D Management Research 1 (3 units)

The course covers the basics of management research from sourcing and reviewing literature to identify research gaps, formulating research problems, planning research design (mainly cross-sectional), designing basic measurement instruments and applying analytic approaches to generate research findings. Fundamentals of research citations and writing style and the use of research databases are also covered. The final paper, a research proposal covering the problem, review of literature, and methodology, will be presented at the end of the course.

Methods Courses

DBA725D Action Research (3 units)

The course covers the fundamentals and practice of action research as discussed by (Coghlan & Brannick and Eden & Huxham, among others) in achieving theoretical knowledge, organizational improvement, and professional reflexivity for improved practice. The final paper is an action research proposal to be implemented in the course of Action Research Project.

DBA723D Statistics for Management Research 2 (3 units)

This is an applied statistics course that deals with the analysis of multivariate data sets.

DBA724D Management Research 2 (3 units)

The course covers a review of fundamental principles in sound research design in relationship to building applied management theory. In line with the DBA program's goal of training professional doctorates, the course focuses on research methodologies oriented towards addressing managerial problems guided by theory. Guidelines for planning and implementing case study research (based on Yin and Eisenhardt) and action research (based on Huxham & Edan and Coghlan & Brannick) are covered, with discussions of published examples. Students are guided in producing case study and action research proposals.

Core Courses

DBA820D Business Ethics & Corporate Social Responsibility (3 units)

This is an advanced course of research-based concepts, hypotheses, theoretical models of and new trends in corporate citizenship and ethical decision-making in business. This syllabus is intended to offer several research agenda on business ethics and CSR framework related to human development, social economics, stakeholders' theory, corporate governance and socially responsible investments, among others. It uses the multi-disciplinary approach, a meeting of the empirical and normative studies, an attempt to blend quantitative and qualitative methods used in business ethics, and CSR in the global, ASEAN, and Philippine setting.

DBA830D Strategic Management & Corporate Governance (3 units)

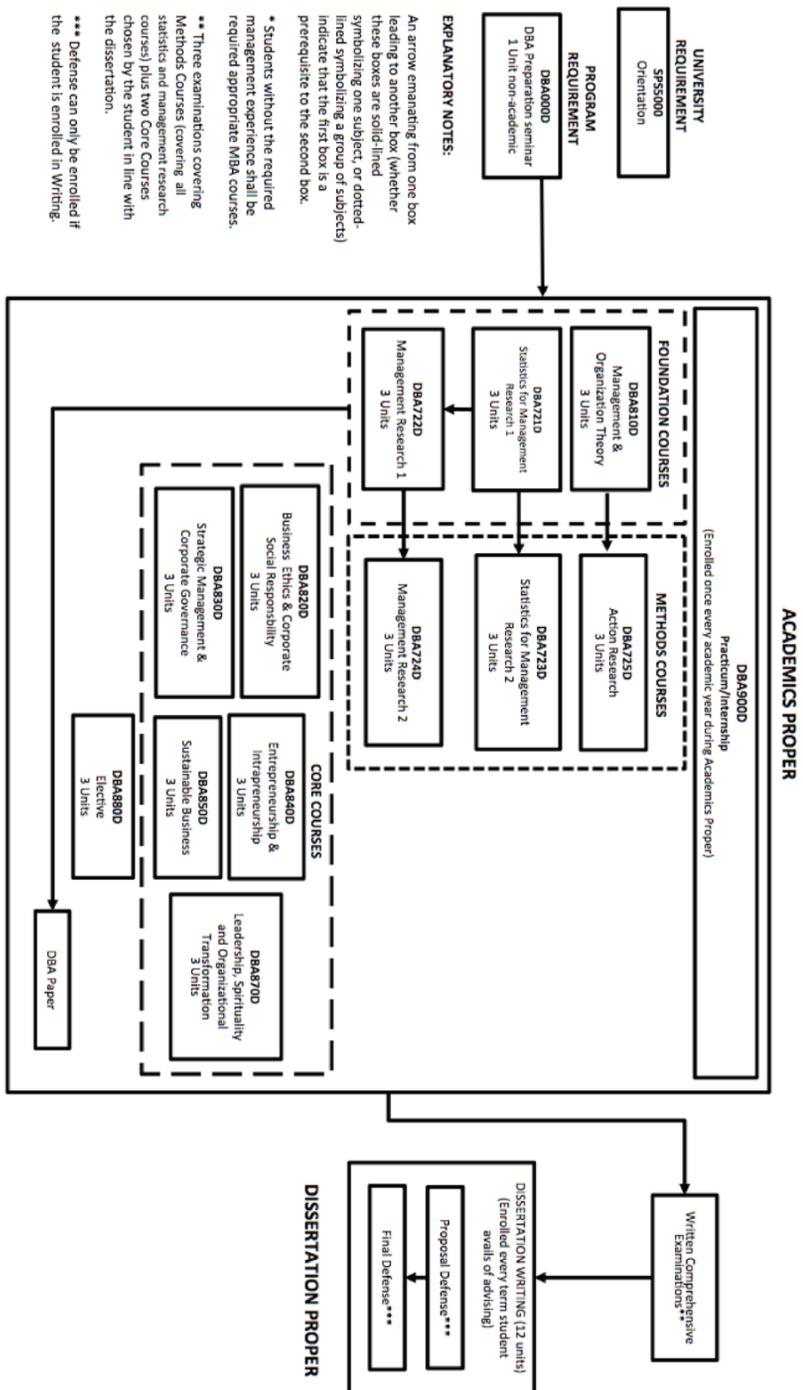
This is a survey course on corporate governance and strategic management. Seminal as well as leading edge scholarly and professional articles in these two related topics are discussed and critiqued. Students explore the dynamics of strategic management and corporate governance through simulations, assessments of actual companies, and literature reviews. The student prepares a set of research questions based on his/her own literature review.

DBA840D Entrepreneurship & Intrapreneurship (3 units)

This course focuses on the field of entrepreneurship with emphasis on critical review and theory building considering the factors shaping the identification, evaluation, and exploitation of business opportunities; creating new business ventures; and nurturing their growth and development. The course also delves on intrapreneurship/ corporate entrepreneurship with emphasis on the drivers that stimulate this mindset. Topics of interest such as ethics and entrepreneurship, social entrepreneurship, innovation and entrepreneurship, and women entrepreneurship are covered towards the end of the course.

DOCTOR OF BUSINESS ADMINISTRATION CURRICULUM

(For students with MBA or Masters Degree and 3 years minimum management experience out of 5 years minimum of work experience*)



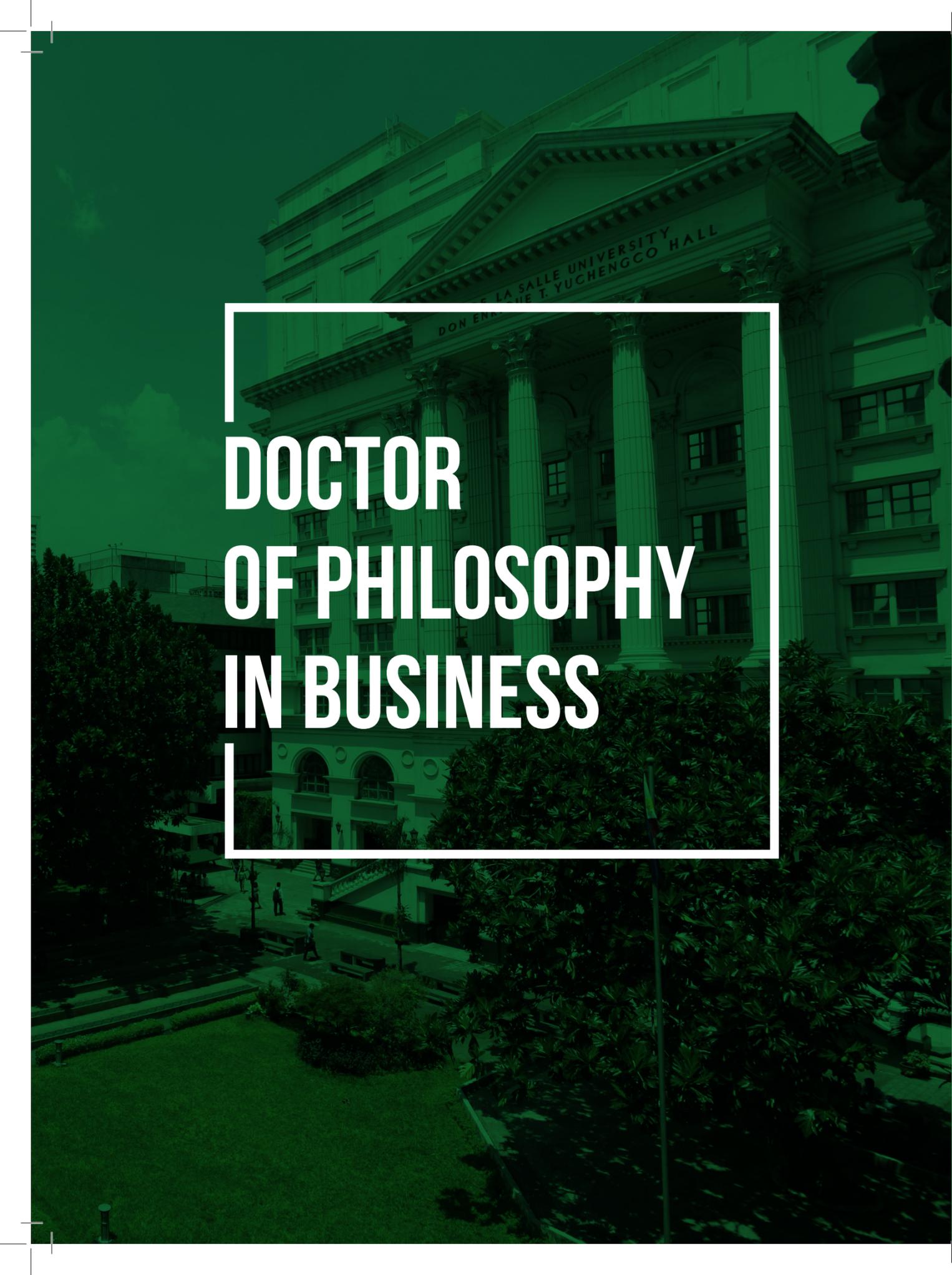
DBA850D Sustainable Business (3 units)

The course introduces students to seminal and emerging principles and empirical research in sustainable business. Sustainable business is an emerging body of knowledge which guides business managers in making decisions which incorporate appropriate concern for environmental, human, community, and social impacts, both in the short-term and, particularly, in the long-term. It advocates for the continual improvement of resources utilized by all business operations. Covered in the course are perspectives from general management, environmental management, systems thinking, and operations management. This course also examines the delicate balance between the environmental, economic, and social dimensions of development and focuses on the various linkages between the environment and the economic and social factors of development. It examines in detail the industry-environment nexus, the trade-environment nexus, and the poverty-environment nexus. Lastly, it looks at global environment issues and various approaches to changing patterns of consumption, production, and distribution in meeting the challenges of global sustainability.

DBA970D Leadership, Spirituality and Organizational Transformation (3 units)

The course will cover leadership, spirituality and transformational strategies from a humanistic, systems, and learning organization perspective. In addition to the study of the seminal works of Naughton, Senge, Wheatley, and Meadows, skills in leadership such as empathy, shared vision, and systems thinking will be developed. Special attention will be given to the growing literature on spiritual leadership and workplace spirituality as sources of greater meaning and productivity in the workplace. Both external and internal change roles will be covered.





DOCTOR OF PHILOSOPHY IN BUSINESS

Doctor of Philosophy in Business

The Doctor of Philosophy in Business (PHDBUS) Program is intended for those seeking careers in teaching and research in business. It aims to develop in students' mastery of the behavioral and quantitative aspects of the various business disciplines to enable them to formulate new ways of exploring, analyzing and solving complex problems facing firms, industries, public institutions and society.

Admission Requirements

For more info, please visit:

<http://www.dlsu.edu.ph/admissions/graduate/checklist-local.asp>

1. Application Form with 2"x2" picture with white background.
2. Two (2) pcs of 2"x2" recent & identical ID pictures with white background for the Exam Permit
3. Original or Certified True Copy of Transcript of Records (for those who studied in the Philippines) or Philippine Embassy authenticated copies of Transcript of Records (for those who studied outside the Philippines)
4. Original NSO Birth Certificate (or any valid substitute)
5. Photocopy of NSO Certificate of Marriage, for applicants who changed their names after marriage
6. Transfer Credentials/Honorable Dismissal/Certificate of No-Issuance - applicable to non-DLSU graduates who studied in a university or a college in the Philippines.

DLSU - Manila graduates will be asked to fill out an "Application for Transfer Credentials Form", which can be claimed at the Enrollment Services Hub

Certificate of Graduation - for applicants who did not earn a college or post graduate degree in the Philippines. Certificate must indicate degree title and date of graduation.

7. Two (2) Letters of Recommendation (pdf/101kb). An employed applicant may secure a letter of recommendation from his/her current employer, immediate head or his/her own respective Human Resource Department, or its equivalent. Letters of Recommendation may also be obtained from former/current advisers or professors.
8. Personal Statement Containing Academic and Career Objectives (pdf/12kb)
9. Certificate of Employment and job description, as required by the program. (At least 2 years of experience)

All application requirements SHOULD BE SUBMITTED IN A PROPERLY LABELED LONG BROWN ENVELOPE. (Required format is "Last Name, First Name Middle Initial.", written in big capital letters on the front upper left corner.

Validation Exams/Preparatory/Pre-PhD Courses /Exemptions

The applicants are expected to present their research portfolio (thesis or equivalent scholarly outputs) during the interview with the Graduate Studies Coordinator.

As a measure to better prepare the PhD students for the coursework requirement, applicants will be assessed through validation exams in Business Mathematical Analysis (Algebra & Calculus), Statistics, Business Economics and Business Organizations. Those who will not pass the validation exam or opt not to take validation exams will enroll in pre-PhD or preparatory classes in Business Mathematical Analysis (Algebra & Calculus), Statistics, Business Economics and Business Organizations (Master's level).

Exemptions may be granted to applicants who have master's degrees in line with the Pre-PhD Courses as evaluated by the Graduate Studies Coordinator based on the exemption policies of the program.

BUS006D – Business Mathematical Analysis (3 units)

This course covers both introductory linear algebra and applied introduction to calculus with real world applications of concepts to business and economics such as rates, optimization problems, and partial derivatives. The course primarily covers algebraic methods to solve systems of equations

BUS007D – Business Economics (3 units)

Concepts and principles of microeconomics and macroeconomics with emphasis on their application in business. Application of the economic decision-making tools of analysis that will enable business managers to make optimal managerial decisions given the constraints they face.

BUS003D – Business Organizations (3 units)

It focuses on the theories, models, and current researches on management approaches, functions, and human behavior in organizations in the context of contemporary work environment. It will also analyze other types and configurations of organizations as they operate in the global market.

BUS005D – Business Research Statistics (3 units)

This course prepares the incoming doctoral student in fundamental statistical analysis for research. The course presents an overview of the basic steps and conventions in statistical analysis for empirical research and gives the students opportunities to practice the component skills required to carry out these steps.

Basic Courses

PhD students take a total of 12 units' basic courses of research methods, statistics and economics which shall focus on Econometrics, Data Analysis and Research Methods. Lasallian Business Leadership with CSR, Ethics and Sustainability will become a basic course to introduce the students into the Lasallian values, business philosophy, and principles. These subjects are in preparation for coursework. All subjects will require research outputs in the form of publishable journal articles. The students will be required to keep a research portfolio of all research outputs to be presented to the Qualitative and Quantitative Research subject faculty as well as to the prospective faculty adviser/mentor as concept papers to fulfill requirement for application for dissertation writing.

BUS107D – Business Research Methods (3 units)

This course focuses on the research process in an organizational setting. It involves the use of practical examples and skill-building techniques to provide a solid grounding in the planning and implementation of a research project that is meant to aid managers in decision-making.

BUS108D – Econometrics (3 units)

This course introduces the student to issues in econometrics with the use of statistical methods, especially multiple regression, to test hypotheses based on economic theory. It enables the student to critique empirical studies in economics and related fields and allows him to conduct his own study by using the methods learned with real world data. The emphasis of the course is on empirical applications and the mathematics of econometrics will be introduced only as needed.

BUS213D – La Sallian Business Leadership with CSR, Ethics and Sustainability (3 units)

This is an advanced course of research-based concepts, hypotheses, theoretical models of, and new trends in corporate citizenship and ethical decision-making in business. This course is intended to offer several research agenda on business ethics, CSR and sustainability framework related to human development, social economics, stakeholders theory, corporate governance, and socially responsible investments, among others. It uses the multi-disciplinary approach, a meeting of the empirical and normative studies, an attempt to blend quantitative and qualitative methods used in business ethics, and CSR in the global, ASEAN, and Philippine setting. The topics will intersperse with our core values of faith, service, and communion through the Lasallian Guiding Principles and Social Development Philosophy and Catholic Social Teachings.

BUS104D – Advanced Data Analysis (3 units)

This course studies statistics, probability theory and distributions, hypothesis testing, estimation, introduction to regression, bivariate and multiple regression, and violation of classical assumption and dynamics as applied to a specific business discipline.

Core Courses

The students are required to enroll in 12 subjects (3 units each) from the various course offerings per functional area/ business process. Mode of delivery is seminar type to accommodate discussion and inclusion of classic, current, and evolving topics in business. Students interested to take additional specialized subjects may enroll these as audit subjects in other colleges in the University.

The students will be required to keep a research portfolio of all research outputs to be presented to the Qualitative and Quantitative Research subject faculty as well as to the prospective faculty adviser/mentor as concept papers to fulfill requirement for application for dissertation writing.

BUS202D – Financial Management (3 units)

This course tackles advanced theories and developments in corporate valuation within the context of efficient financial markets. It also offers in-depth mathematical approach towards the creation of strategies in effectively managing a portfolio. The course analyzes the interrelationships between and among interest rates, exchange rates, and movement in prices within an open economy macroeconomic setting and how these relationships influence global corporate portfolio management.

BUS211D – Marketing Science (3 units)

This is a course on empirical and theoretical research in marketing.

BUS214D – Advanced Operations Management with Management Science Modeling (3 units)

This course covers concepts, models, and solution techniques relevant to the management of the processes required to provide goods or services to consumers. It also includes supply chain systems topics such as production, inventory, distribution, and scheduling. Management science and operations research methodology are also applied to problems such as facility capacity planning, facility design, and location analysis.

BUS215D – Human Capital Analysis (3 units)

This course infuses the concept of Strategic Management into HRM. Strategic HRM is different from traditional HRM on two aspects. First, SHRM takes an organizational system level approach to HRM. Second, there is concern on the effects of HRM on firm performance. Because of its focus, this course touches on theory and research (both foundational and current) with respect to the strategic role of HRM in local, regional, and international settings.

Electives

The students are required to enroll in 6 units of electives which should include subjects relevant to dissertation topic. For electives, students have the following options:

- To be exchange students abroad
- To enrol in a class conducted by an exchange faculty or visiting professor

BUS401D – Exchange Elective 1 (3 units)

This course tackles the major qualitative and quantitative empirical methodological research approaches as well as model building to studying different problems in business. Critique of the components of each methodological approach and their application in developing a dissertation proposal will be done. This will also provide inputs on how the research output of the student can be published in a reputable journal.

BUS402D – Exchange Elective 2 (3 units)

This enables PhD in Business students to cross-enroll in other business related courses or enroll courses relevant to dissertation topic. For elective courses, the students have the option to be exchange students abroad. The department shall invite exchange faculty or visiting professors to Teaching Development. The students may also cross-enroll in other colleges.

Written Comprehensive Examination or Journal Publication

After finishing their coursework, the students appear for a qualifying examination, usually at the end of the second year. A qualifying examination is a comprehensive test of the student's knowledge of the field and can be administered in one of two ways: 1) written comprehensive examination; or 2) research paper(s) set by the department on any 5 basic and core courses.

The research papers could be part of the research portfolio to be examined by a panel for certain criteria.

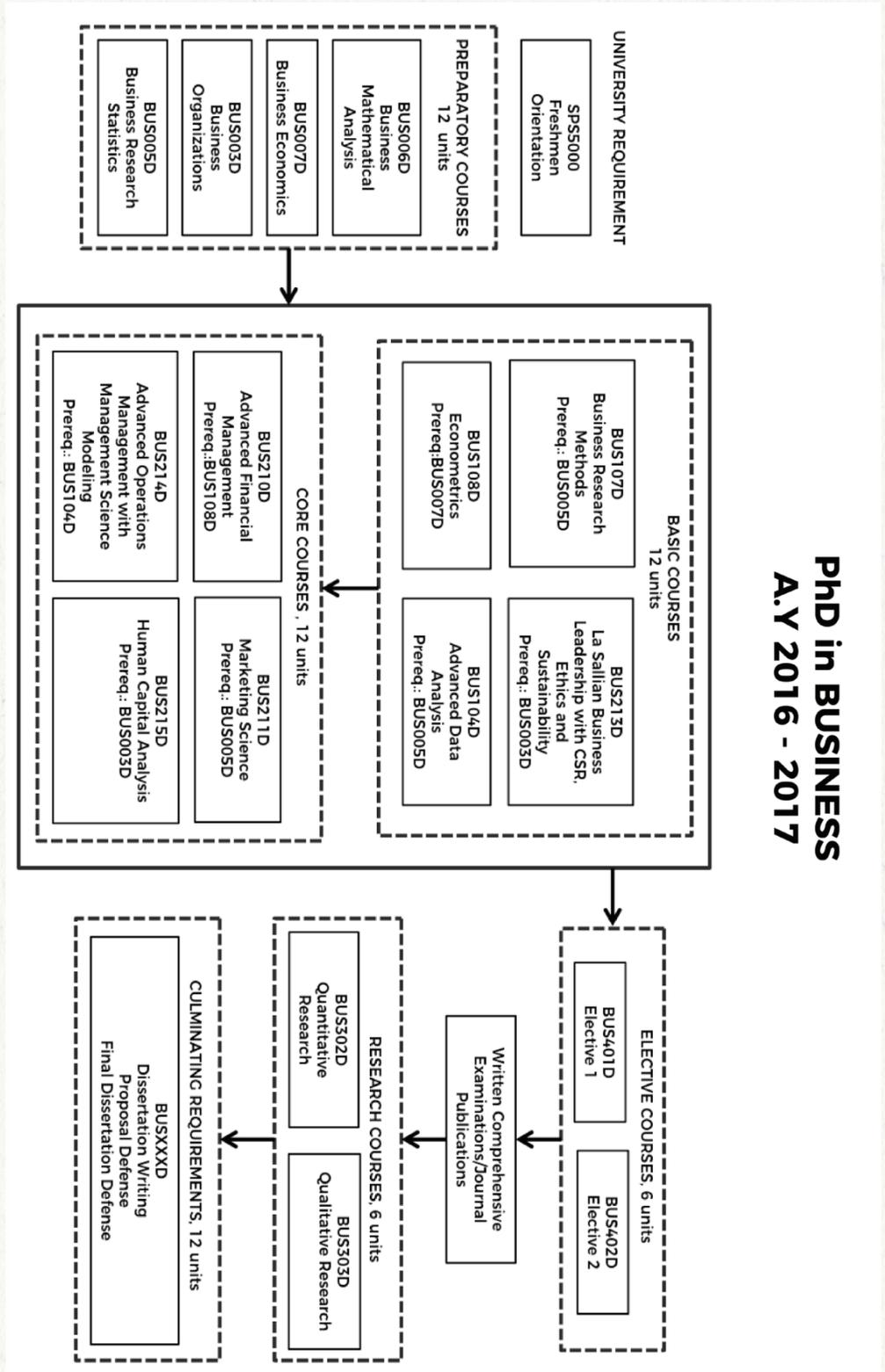
Research & Assistantship Work

To build up research skills beyond classroom learning, the students may opt to render a maximum of six (6) hours per week of research assistantship depending on the availability of projects and the student competencies.

Part of research and assistantship work is presentation of research outputs in conferences here and abroad co-authoring with mentors or sole authorship.



PHD in BUSINESS
A.Y 2016 - 2017



Research Courses

After clearing the qualifying examination, the students should enroll in Quantitative and Qualitative Research Methods with dissertation proposal as required outputs for both subjects using the URCO Research Proposal Guidelines.

BUS302D – Advanced Research (3 units)

This course tackles the major qualitative and quantitative empirical methodological research approaches as well as model building to studying different problems in business. Critique of the components of each methodological approach and their application in developing a dissertation proposal will be done. This will also provide inputs on how the research output of the student can be published in a reputable journal.

BUS303D – Qualitative Research (3 units)

The qualitative research method will cover investigation of the why and how of decision making, not just what, where, when. Hence, smaller but focused samples are more often used than large samples. In the conventional view, qualitative methods produce information only on the particular cases studied, and any more general conclusions are only propositions (informed assertions). Quantitative methods is then used to seek empirical support for such research hypotheses

Dissertation Writing, Proposal and Final Defense

After the exchange program, the students will continue to write their dissertation proposal and undergo panel defense for both the proposal and final dissertation papers.



MASTER OF SCIENCE IN ACCOUNTANCY

Master of Science in Accountancy

The Master of Science in Accountancy (MSA) is designed to keep pace with recent technological and international advances. Recognizing the vast sources of financial and accounting information, its relevance is enriched by analyzing from the perspective of economic theory, quantitative techniques, and behavioral science. Valuable information is therefore made more meaningful to users of financial statements. This allows for greater corporate governance, ethical practices, and openness to challenges in the accounting profession.

Objectives of the Program

In response to challenges to the accountancy profession, the program aims to:

1. Provide quality financial analysis by incorporating economic theory, quantitative analysis, and research techniques in the study of accountancy;
2. Increase awareness of the role of corporate governance and ethics in the practice of accountancy
3. Incorporate the latest qualitative and quantitative techniques in the interpretation, analysis, and dissemination of accounting and financial statements;
4. Become an equal partner in business decision-making and rigorous research;
5. Utilize the knowledge and skills to become value-oriented and responsible corporate citizens.

Admissions Requirements

1. A bachelor's degree in accounting
2. Satisfactory admission test scores and interview results
3. Above average scholastic performance
4. English proficiency test

*Students are required to take 6-units English subjects unless they scored satisfactorily in the entrance examination essay.

List of Requirements

For Local Applicants

1. Application Form with 2x2 picture.
2. Original copy of Transcript of Records
3. Original Copy of NSO Birth Certificate
4. Transfer Credential (for non-DLSU graduate)
5. Updated Curriculum Vitae/Resume
6. Two (2) Letters of recommendation (downloadable at DLSU website)
7. Personal Statement containing Academic and Career Objectives
8. Two (2) pieces of 2"x 2" picture for testing permit
9. Certificate of good moral character from previous school/ employer at least six months from date of issuance
10. Photocopy of research output (for Ph.D. applicants only)

For International Applicants

1. Application form with 2"x 2" picture (downloadable at DLSU website)
2. Photocopy of passport
3. Two (2) copies of Transcript of Records (Authenticated and Original copy)
4. Certificate of Graduation (with degree title and date of graduation)
5. Two (2) copies of Certificate of No Criminal Record (Authenticated and photocopy)
6. Two (2) Letters of Recommendation (form downloadable at DLSU website)
7. Curriculum Vitae or Resume
8. Personal Statement (format can be viewed from the DLSU website)
9. Photocopy of Research output (For PhD applicants only)
10. Two (2) pieces 2"x2" recent picture for testing permit

Financial Aid

Scholarships are available to deserving students. Awarded on academic merit or financial need, these grants are generally good for one trimester and renewable thereafter. Part-time teaching positions are also available on an invitation basis.

Duration of the program

The program normally takes one year of three trimesters (full-time) or two years or six trimesters (part-time) to complete the coursework and about another year to accomplish the final requirements such as written comprehensive exam and the thesis.

A student is expected to complete all graduation requirements within a maximum residency period of eight years

Course Requirements

The curriculum consists of basic courses, major courses, cognates, and thesis.

Basic Courses

ACT504M – Financial Accounting (3 units)

The course is aimed primarily to make the students knowledgeable users of accounting information. It introduces the students to the fundamental accounting concepts and principles used by business entities relevant to the preparation of the basic financial statements; accounting records and system; and the accounting treatment and control of assets (both monetary and non-monetary), liabilities, and equity; and to the tools of financial analysis through ratios and cash flows statement.

ACT503M – Accountancy Enrichment Course (3 units)

This enrichment course offers discussions on the latest accounting developments and issues with a focus on case studies in the areas of Financial Accounting and Reporting, Auditing, and Cost and Management Accounting. In addition, the course offers discussion of Ethics and Risk Management as the nexus of financial accounting, auditing, and management accounting.

BUS505M – Methods of Research and Foundation of La Sallian Business Leadership (3 units)

The goal of the RVR COB Graduate Programs is to form Lasallian Business Leaders who will be competent and socially responsible change agents in business organizations and society. In support of this goal, this foundation course aims to develop among management students the knowledge, skills, mindset, and values needed for a responsible and ethical researcher.

The course builds the foundation for business leadership on Catholic Social Teachings and Lasallian Guiding Principles. It also introduces theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues, especially in the conduct of research.

For the technical part, the course covers the basics of business and management research for professionals from sourcing and reviewing literature to identify research gaps, formulating research problems, developing the theoretical framework, planning research design, designing basic measurement instruments, and applying qualitative and quantitative approaches to analyze research findings. Fundamentals of research citations and writing style and the use of research databases are also covered.

ACT517M – Business Management and Governance (3 units)

This is an overview course in corporate governance and strategic management. Formative as well as leading edge scholarly and professional articles in these two complementing topics are discussed and reviewed. Students shall dissect the dynamics of strategic management and corporate governance through simulation, case analyses, assessment of firms, and review of relevant literature. The students formulate a set of research questions based on his/her own review of literature

BUS506M – Statistical Analysis for Business Research (3 units)

The course is designed to introduce graduate students to fundamental theories and methods of statistical and econometric analysis for various applications in policy, business, economics, and finance. The course covers topics in random variables, probability distributions, estimation and hypothesis testing; rudiments of model building; overview of the classical linear regression model/ordinary least squares, multiple linear regression, violations of the OLS assumptions such as multicollinearity, heteroskedasticity and autocorrelation, basic qualitative dependent variables, and introductory topics on time series analysis and linear probability models.

As a graduate-level methods course with a substantial computing component, graduate students are expected to be trained in combining theory and practice of statistical analysis for both theory-building and theory-testing purposes. Students are also expected to undergo rigorous research training above and beyond the undergraduate level, such as formulating, implementing, and presenting an empirical research plan; reviewing and critiquing relevant journals, and finally appraising and synthesizing the fundamental theories and concepts in statistical analysis.

Major Courses

ACT620M - Managerial Accounting (3 units)

The subject MANAGERIAL ACCOUNTING builds basic knowledge of managerial control and costing systems that will enable students to develop analytical skills that are necessary for making cost-related decisions. Further, this course focuses on the use of traditional and contemporary methods of analyzing firm performance and financial analysis.

ACT617M - Problems in Financial Reporting (3 units)

This course covers problems in financial reporting. It focuses on problems and issues in accounting and policymaking, regulatory aspects, content of published financial statements used for assessing company performances and analysis of these statements, and problems in connection with accounting for certain assets, liabilities, equity, income, and expense accounts. The course also includes problems in environmental accounting and issues arising from the changes in financial accounting standards.



ACT615M - Economic Theory and Analysis (3 units)

This course will provide business economics students with a framework for understanding decision-making in work and life. It includes concepts and principles of microeconomics and macroeconomics with emphasis on their application in business, taking into account the complex nature of consumers as human beings and those of firms which are ran by business managers with their own self-interests. Economic decision-making tools will be used to enable students to analyze optimal managerial decisions in the face of constraints.

The first part will discuss the theories of consumer behavior, firms, and market structures to understand how price theory and allocation of scarce resources work to attain the objectives of consumers and producers, the role of government, and policies in minimizing the negative effects of imperfect markets on decision-making units and promoting overall welfare.

The second part will discuss macroeconomic concepts, policies, and concerns from a social economic perspective. Specifically, this will examine the state of the economy both in terms of the economic measure (gross domestic product) and social health (social well-being), and discuss what has to be done to address the limitations of the economic measures, the role of public and private investment in improving social capital, and the importance of fiscal, monetary, and employment policies in promoting sustainable and inclusive growth.

ACT616M - Econometrics (3 units)

The course is designed to equip the students with the tools necessary for empirical investigations in accountancy, economics, business, management, and other related areas. The major objective is to train the students in the use of econometric methods and empirical techniques used in research.

It involves discussion of research methods, the specification of real-world models and building of econometric models, measurement and collection of data, estimation of model parameters, testing of relevant hypotheses, problems of estimation, and analysis and presentation of econometric results. Topics include simple and multiple linear regression models, problems and issues related to single-equation estimation such as multicollinearity, autocorrelation, heteroscedasticity, dummy-variable techniques, panel data and distributed lag models, and introduction to simultaneous equations models.

ACT621M - Accounting for Financial Instruments (3 units)

This course covers accounting for financial instruments under International Financial Reporting Standards (IFRS). Specifically, this is covered by International Accounting Standards (IAS) 32 and 39, and International Financial Reporting Standards (IFRS) 7 and 9. It focuses on the presentation, classification, recognition, measurement, and derecognition of financial instruments. It also includes accounting for derivatives and hedging transactions.

ACT618M - Empirical Research in Accounting (3 units)

This course exposes the students to the area of research in accounting. It covers a review of researches done in the different areas of accounting – financial accounting and reporting, auditing, cost accounting, management services, and taxation. The student is expected to produce a mini research that could further be developed into a thesis for the master's program.

Cognates/Electives

ACT712M - Economics of Multinational Operations (3 units)

The course studies the ways and means to reduce financial risk involved in international financial management. Consequently, the course deals with the interrelationship between the international monetary environment and financial planning for corporations with overseas operations. It analyzes the effects on international financial planning of such factors as exchange rate fluctuations, currency restrictions, and tax regulations. The course, likewise, examines financial aspects of multinational business including foreign investment trade and transfer of funds.

ACT713M - Issues in Corporate Finance/ Investment (3 units)

The course discusses basic principles of corporate finance and provides practical tools for financial decisions and valuation. The course starts with optimal project acceptance criteria consistent with the objective of maximizing the market value of the firm. The discussion then moves on to techniques for estimating the cost of capital, which are subsequently applied to a range of valuation problems.

ACT714M - Ethics and Corporate Responsibility (3 units)

The course is designed to give students an understanding of the strategic purposes of the firm as both an economic and social entity within society. The discussions therefore focus on ethical theory in the market, corporations as a moral agent, and ethics as a component in strategic decision-making, and government regulations and fiduciary obligations.

ACT715M - Updates in Management Accounting and Special topics (3 units)

The course provides a venue for discussing the latest developments in Management Accounting.

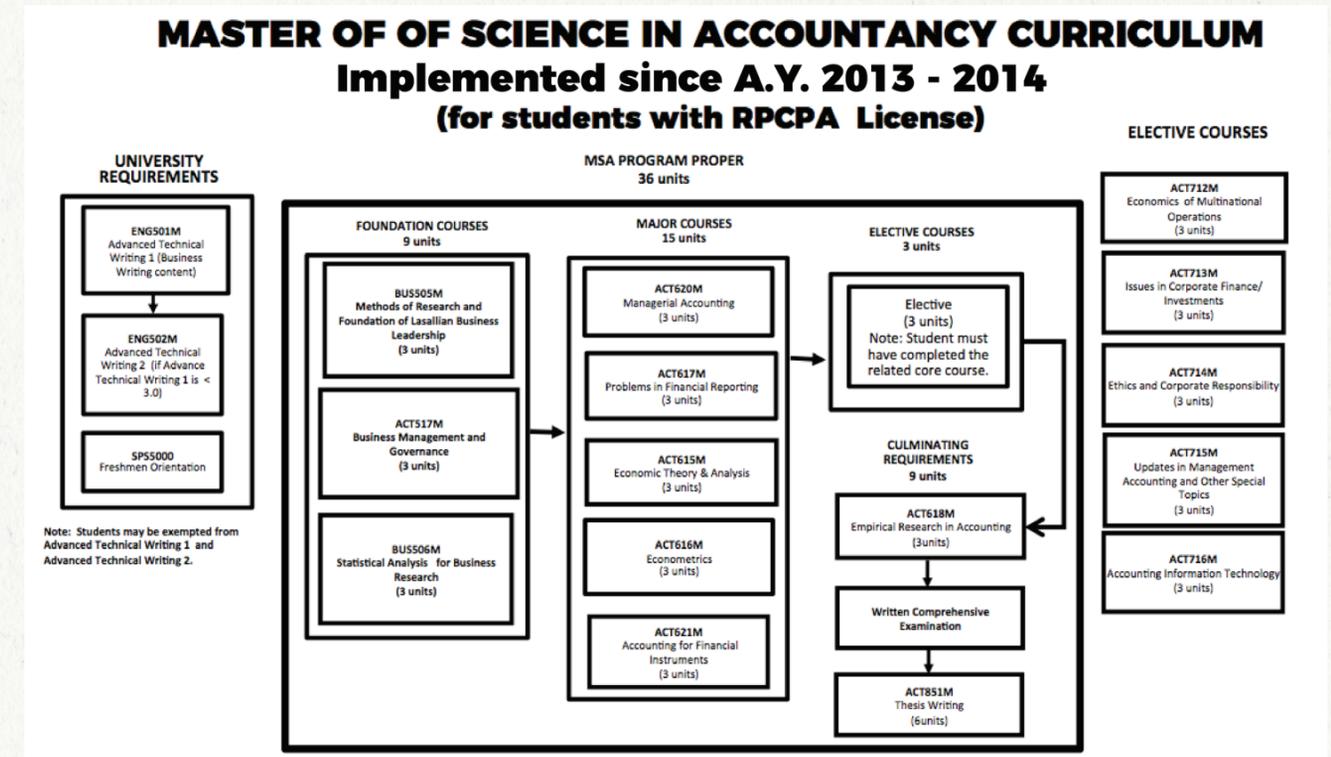
ACT716M - Accounting Information Technology (3 units)

The course is a combined knowledge about business, the profession, information, information technology, information systems, and accounting to create a framework for the Accounting Information System. The objective of the course is to instill a philosophy in information-age accounting professionals. Understanding organizations (their activities, processes, and the information needs of organization stakeholders) is the focus of this course. Information technology is presented as enabler of organization activities and objectives.

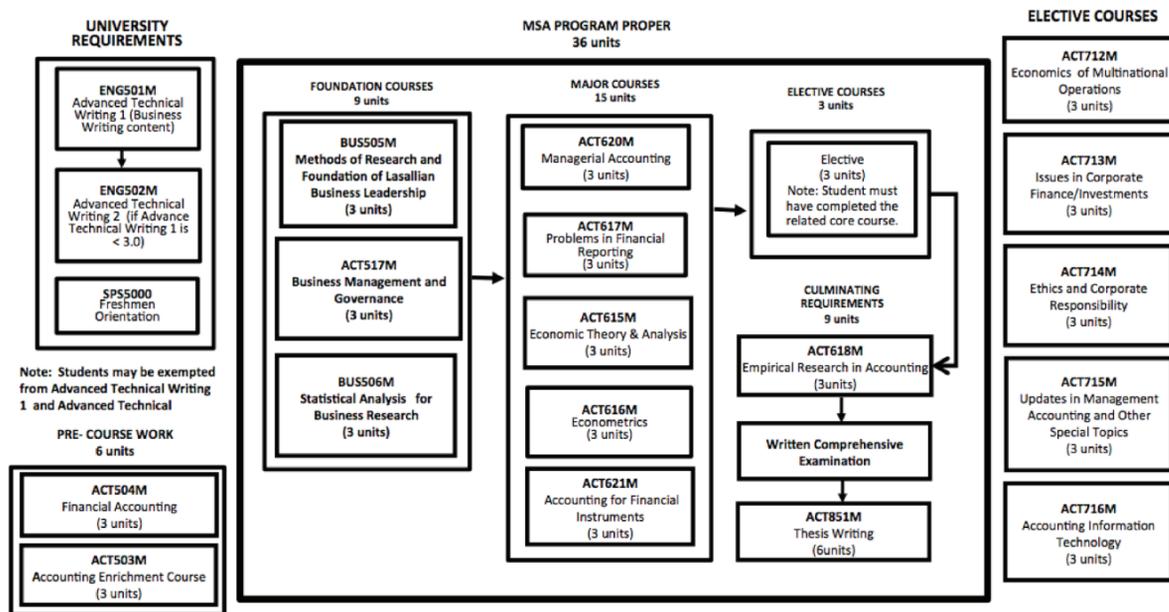
Final requirements for completion

Written comprehensive examination
Thesis

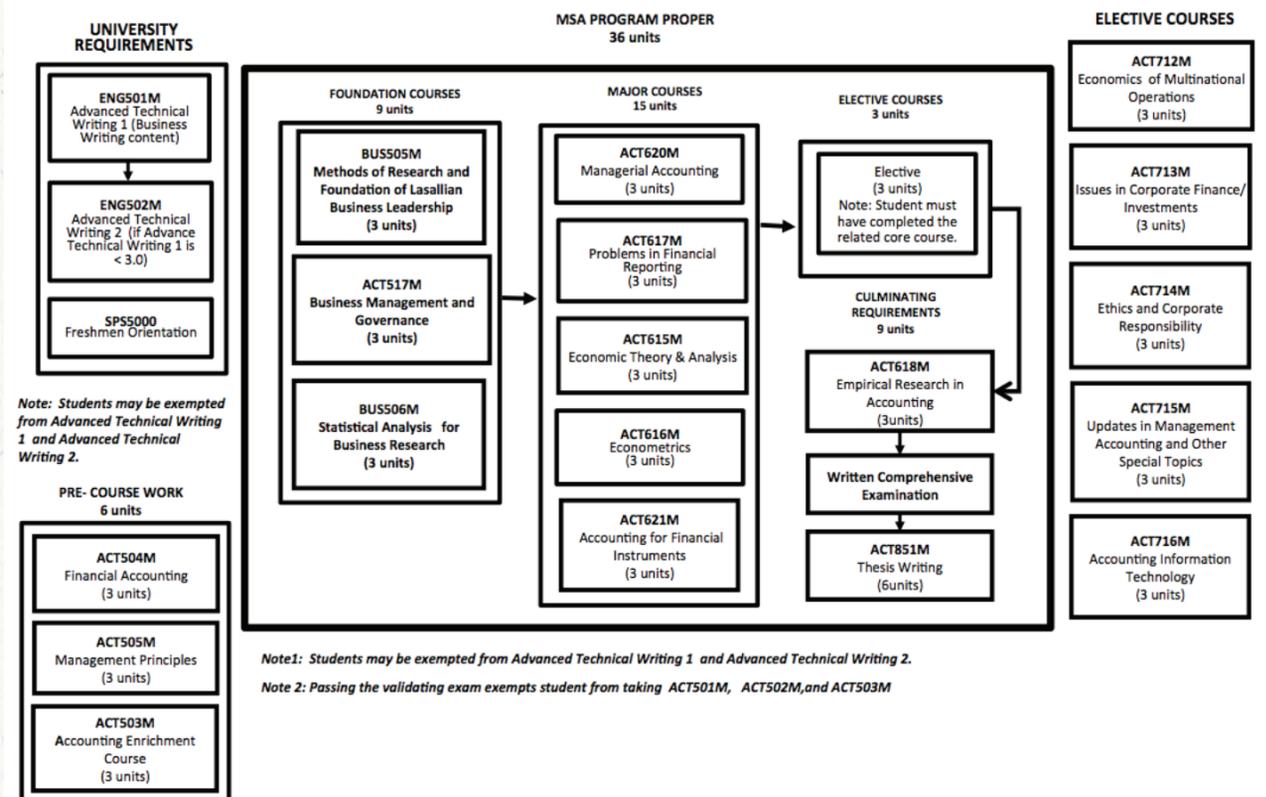
Flowcharts



MASTER OF OF SCIENCE IN ACCOUNTANCY CURRICULUM Implemented since A.Y. 2013 - 2014 (for students with a business undergraduate degree)



MASTER OF OF SCIENCE IN ACCOUNTANCY CURRICULUM Implemented since A.Y 2013 - 2014 (for students without a business undergraduate degree)



MASTER OF SCIENCE IN INDUSTRIAL RELATIONS MANAGEMENT *AND* DIPLOMA IN INDUSTRIAL RELATIONS MANAGEMENT

Master of Science in Industrial Relations Management and Diploma in Industrial Relations Management

The MS and Diploma in IRM programs aim to develop competent and globally-oriented HRD professionals and practitioners for Philippine enterprises. It focuses primarily on the professional development needs of people who are involved in HRD work. Recognizing that graduate students will be best educated through contextual learnings, the Programs seek to utilize the "school-to-work" approach which integrates the theoretical and actual work experiences to optimize learning.

Specifically, the MS and Diploma in IRM Programs aim to enhance the knowledge, skills, and values of students on industrial relations management related to development, training, wage administration, health and safety, labor relations.

Admission Requirements

- A bachelor's degree; preferably in Business/Legal Management
- Satisfactory admission test scores and interview results
- Scholastic records and two letters of recommendation

Curriculum

Basic Courses

IRM680M - Theories on Industrial Relations (3 units)

This course delves on the different theories and schools of thought on industrial relations and encompasses the behavior of people at work, the economics of employment relationships, and the public policies governing employment conditions, among others. Moreover, the course also focuses on the current issues on industrial relations in the Philippine context and with other countries.

BUS507M - Statistical Analysis for Business Research (3 units)

Entrepreneurial Statistics introduces the use of statistical tools and methods in business decision-making and research for micro-, small-, and medium enterprises. The course covers basic statistical concepts and methods in descriptive statistics. It also deals with inferential statistics, which is a useful tool in the analysis and interpretation of statistical data by way of statistical inference methods such as interval estimation of parameters and testing statistical hypotheses. The course also includes the use of the computer laboratory for facilitating statistical computation.

IRM740M - Labor Economics (3 units)

The course is intended for educational administrators at whatever level of the school organization, who need to be exposed, know, and understand the laws and regulation affecting the organization and operation of private educational institution. The course is not intended to be a law subject. Thus, the course is designed for the educational administrators as legal neophytes who should account for the legal aspect of decision-making.

BUS505M - Methods of Lasallian Business Leadership (3 units)

The goal of the RVR COB Graduate Programs is to form Lasallian Business Leaders who will be competent and socially responsible change agents in business organizations and society. In support of this goal, this foundation course aims to develop among management students the knowledge, skills, mindset, and values needed for a responsible and ethical researcher.

The course builds the foundation for business leadership on Catholic Social Teachings and Lasallian Guiding Principles. It also introduces theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues, especially in the conduct of research.

For the technical part, the course covers the basics of business and management research for professionals from sourcing and reviewing literature to identify research gaps, formulating research problems, developing the theoretical framework, planning research design, designing basic measurement instruments, and applying qualitative and quantitative approaches to analyze research findings. Fundamentals of research citations and writing style and the use of research databases are also covered.

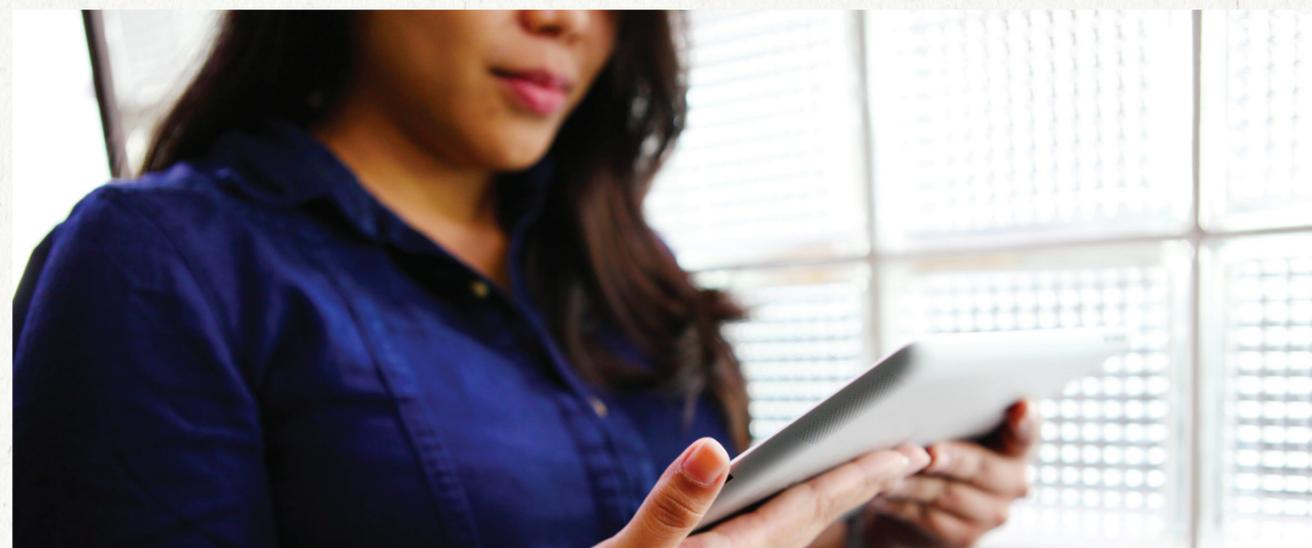
Major Courses

IRM685M - Pre-employment and Human Resources Development Program (3 units)

This course delves on the recruitment and placement of workers and the development and training of human resources. It will also focus on the labor laws related to recruitment and placement of workers and human resources development program.

IRM601M - Conditions of Employment and Wage Administration (3 units)

The course looks into conditions of employment, and enables the student to acquire a better grounding on job evaluation, designing an equitable wage and salary structure, and developing a competitive package of fringe benefits.



IRM603M - Health, Safety, and Welfare Benefits and Post Employment (3 units)

At the end of the term, the students must have attained a working knowledge of the Health, Safety and Social Welfare Benefits to which workers are entitled; how they are enforced; by whom.

IRM604M - Management of Labor Unions and Collective Bargaining Agreements (3 units)

This course aims to enable the students to acquire knowledge and understanding on managing the relationships between the employer and organized labor, including collective bargaining agreements, negotiation, and administration. Legislative and judicial actions affecting labor are included in the course.

IRM602M - Dispute Settlement (3 units)

This course introduces the students to the legal dimension of conflict management at the workplace. Specifically, it includes the topics of discipline, grievance, and arbitration.

IRM751M - International Labor Laws (3 units)

This course will focus on different ILO conventions, particularly those which have been ratified by the Philippines and the applicable laws adopted/promulgated by the Philippines to implement these Conventions in our jurisdiction.

Cognates

IRM810M - Current Trends and Practices in IRM (3 units)

This will be a seminar-type course. At the end of the course, students are expected:

- To be aware of the major shifts and evolution in workplace conditions and the changing environment for industrial relations.
- To pinpoint recent trends and practices in industrial relations which are worthy of further academic investigation.
- To identify and comprehensively discuss in a paper a recent trend in industrial relations and the practices which may be best in adapting to, managing, or moving forward such shift or change.

IRM732M - Human Resource Information (3 units)

This course with the appropriate and effective use of computer-based HRM software package in recruitment, personnel information, compensation, career development, and performance appraisal functions.

Final Requirements for Completion

Written Comprehensive Examinations and Thesis/Research projects

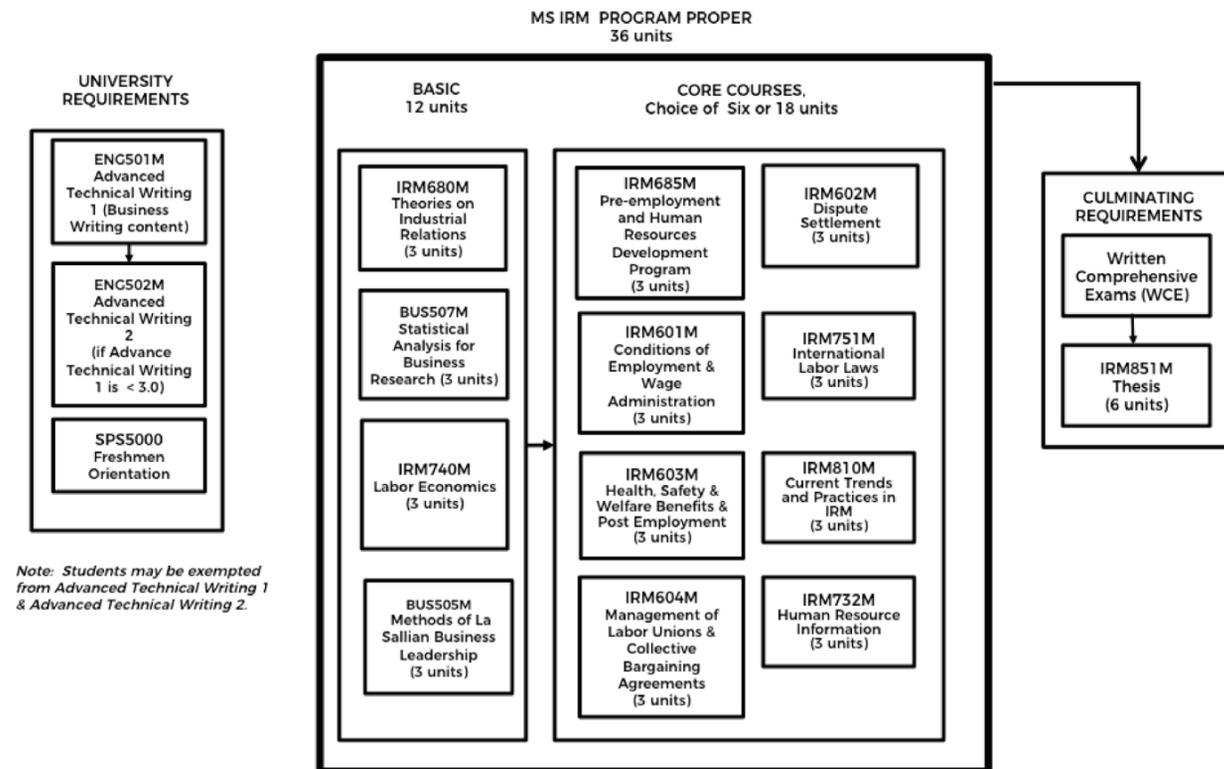
6 units

Total units required

42 units

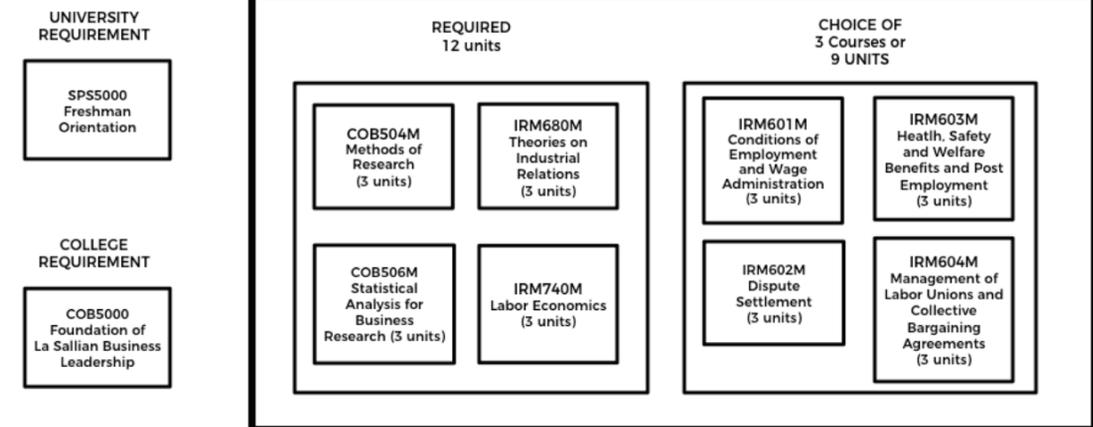
Flowchart

MASTER OF SCIENCE IN INDUSTRIAL RELATIONS MANAGEMENT Implemented since A.Y. 2013 - 2014



DIPLOMA IN INDUSTRIAL RELATIONS MANAGEMENT AY 2017-2018

DIP - IRM = 21 UNITS



MASTER OF SCIENCE IN ENTREPRENEURSHIP *AND* DIPLOMA IN ENTREPRENEURSHIP

Master of Science in Entrepreneurship and Diploma in Entrepreneurship

The MS and Diploma in Entrepreneurship aim to develop competent and globally oriented entrepreneurs for small and medium-sized Philippine Enterprises. It focuses primarily on the professional development needs and skills of people who are involved in startup operations of new business ventures. These include (a) identification of a consumer need and the preparation of feasibility studies, (b) product planning and development, (c) pricing, channel, and promotions development, and (d) over-all management to play a leading role of an established private or family-run business as well as those who are engaged in business partnerships. A subsidiary aim of the program is also to develop academic researchers in the dynamic field of entrepreneurship.

The core of the program provides the theoretical and practical training required to produce a comprehensive 5-year business development plan that integrates marketing, organizational behavior, and financial planning. This will use a flexible corporate strategy, the major component of the business plan, which can be capable of attracting capital and equity investors, venture capitalists, and others. This program also provides professional capabilities for managers with entrepreneurial outlook who wish to generate new ventures under the corporate setting. Specifically, the program aims to enhance the knowledge, skills, and values of students or entrepreneurs:

1. Excellence in enterprise development and management with innovative business leadership.
2. Management of change and new opportunities rather than administration of established enterprises.
3. Attention to integrating knowledge through interdisciplinary approaches rather than separating knowledge into functional specialties.
4. Leading-edge theory to seek practical solutions of complex real-world problems.
5. Issues facing entrepreneurs and growing companies and providing a set of tools for addressing those challenges.

Duration of the Program

The program normally takes two years (six trimester) on a part-time basis to complete the coursework. Another year is allotted to accomplish the final requirements such as the written comprehensive exam and the thesis.

Admission Requirements

For more info, please visit:

<http://www.dlsu.edu.ph/admissions/graduate/checklist-local.asp>

1. Application Form with 2"x2" picture with white background.
2. Two (2) pcs of 2"x2" recent & identical ID pictures with white background for the Exam Permit
3. Original or Certified True Copy of Transcript of Records (for those who studied in the Philippines) or Philippine Embassy authenticated copies of Transcript of Records (for those who studied outside the Philippines)
4. Original NSO Birth Certificate (or any valid substitute)
5. Photocopy of NSO Certificate of Marriage, for applicants who changed their names after marriage
6. Transfer Credentials/Honorable Dismissal/Certificate of No-Issuance - applicable to non-DLSU graduates who studied in a university or a college in the Philippines.

DLSU – Manila graduates will be asked to fill out an “Application for Transfer Credentials Form”, which is available at the Enrollment Services Hub

Certificate of Graduation - for applicants who did not earn a college or post graduate degree in the Philippines.

Certificate must indicate degree title and date of graduation.

7. Two (2) Letters of Recommendation (pdf/101kb). An employed applicant may secure a letter of recommendation from his/her current employer, immediate head or his/her own respective Human Resource Department or its equivalent. Letters of Recommendation may also be obtained from former/current advisers or professors.
8. Personal Statement Containing Academic and Career Objectives (pdf/12kb)
9. Certificate of Employment and job description, as required by the program. (At least 5 years of experience)
10. DBA applicants are required to submit a thesis or a final paper in the master’s program or a final paper in a “Strategy” – related course.

All application requirements SHOULD BE SUBMITTED IN A PROPERLY LABELED LONG BROWN ENVELOPE. (Required format is “Last Name, First Name Middle Initial.”, written in big capital letters on the front upper left corner.

Course Requirements

The MS curriculum consists of basic courses, major courses, cognates and five-year interactive business development plan, broken down as follows:

Curriculum

Basic Courses 12 units

Major Courses 18 units

Cognates 6 units

Business Development Plan 6 units

Total 42 units

ENT400M - Entrepreneurial Theory and Organizational Behavior (3 units)

The course will develop the students’ basic literacy in the language of business, useful in their business ventures, workplaces, or in the academe. In a span of 14 weeks, this course will discuss the entrepreneurship process through which individuals will learn how to generate ideas, evaluate opportunities, plan, and build sound strategies.

BUS507M – Statistical Analysis for Business Research (3 units)

Entrepreneurial Statistics introduces the use of statistical tools and methods in business decision-making and research for micro-, small-, and medium enterprises. The course covers basic statistical concepts and methods in descriptive statistics. It also deals with inferential statistics, which is a useful tool in the analysis and interpretation of statistical data by way of statistical inference methods such as interval estimation of parameters and testing statistical hypotheses. The course also includes the use of the computer laboratory for facilitating statistical computation.

ENT503M – Entrepreneurial Accounting and Information Systems (3 units)

This course introduces the students to the basic Accounting principles and concepts used by business entities relevant to the accounting records and systems, the accounting cycle, the nature of financial statements, the treatment and control of liquid and long lived assets, and the tools of financial analysis through ratios and funds flow statements, and understanding consolidated financial statements. It also discusses the preparation of statement of cost of goods sold for manufacturing concern and merchandising firms and the impact of Information Technology on the traditional accounting system.

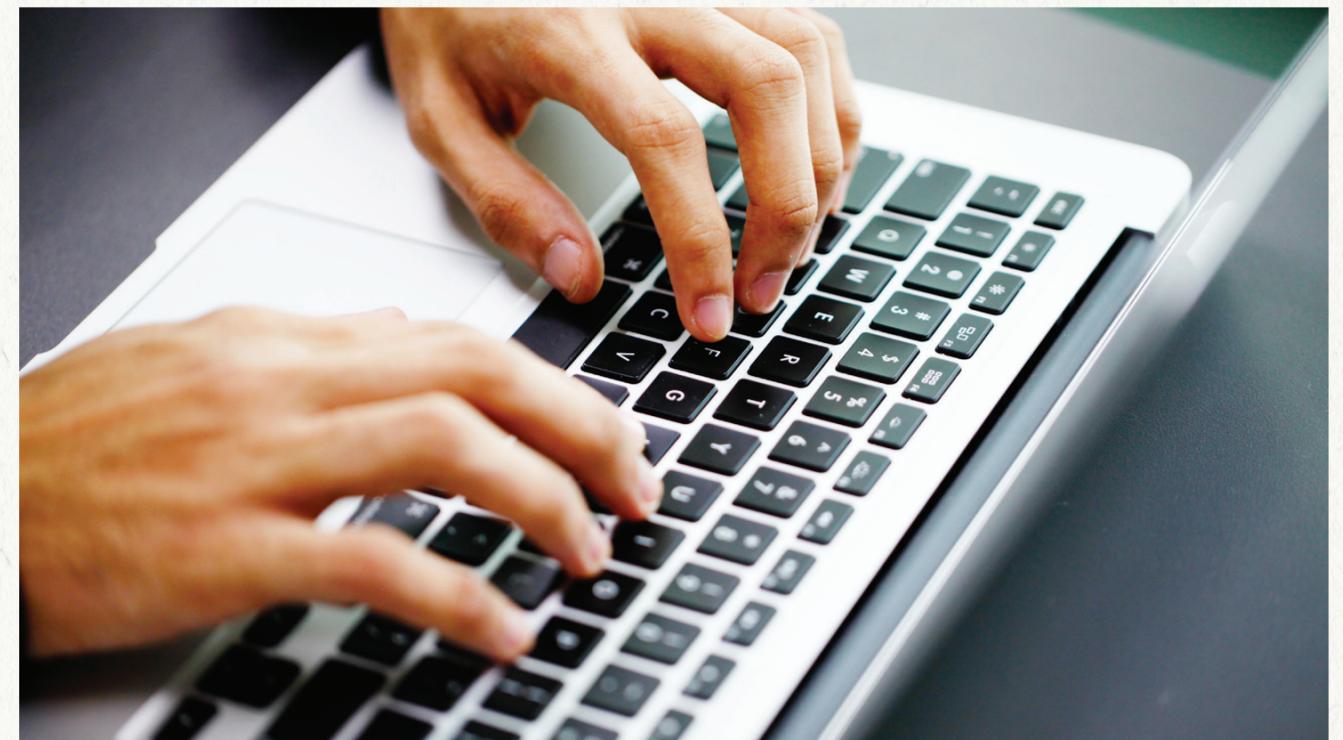
ENT504M – Environmental Analysis and Opportunity Evaluation (3 units)

This course focuses on introducing the concept of entrepreneurship in identifying business opportunities using systematic strategic approaches. Topics included are entrepreneurship; external and internal environmental analysis; analysis and evaluation of new business ventures and innovation.

BUS505M – Methods of Research and Foundations of Lasallian Business Leadership (3 units)

The goal of the RVR COB Graduate Programs is to form Lasallian Business Leaders who will be competent and socially responsible change agents in business organizations and society. In support of this goal, this foundation course aims to develop among management students the knowledge, skills, mindset, and values needed for a responsible and ethical researcher.

The course builds the foundation for business leadership on Catholic Social Teachings and Lasallian Guiding Principles. It also introduces theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues, especially in the conduct of research.



For the technical part, the course covers the basics of business and management research for professionals from sourcing and reviewing literature to identify research gaps, formulating research problems, developing the theoretical framework, planning research design, designing basic measurement instruments, and applying qualitative and quantitative approaches to analyze research findings. Fundamentals of research citations and writing style and the use of research databases are also covered.

ENT601M - Integrated Design for Marketability and Manufacturing (3 units)

This course involves the design of production facilities and processes to deliver a service to meet the goals of the enterprise. The course will integrate the market needs with the appropriate production and delivery models for the product or service. Students are expected to conduct surveys, design a product that will serve the market, manufacture their product, market test the product, and improve the product through improved process design.

ENT602M - Entrepreneurial Marketing (3 units)

This course clarifies key marketing concepts, methods, and strategic issues relevant for start-up and early stage entrepreneurs. There are two major questions, (1) "Marketing Question: What and how am I selling to whom?"; and (2) "New Venture Question: How do I best leverage my limited marketing resources?"

Specifically, this course is designed to give students a broader and deeper understanding of topics such as, (1) current and emerging strategic constraints and marketing issues confronted by entrepreneurs; (2) identification and evaluation of marketing opportunities in market places and market spaces; (3) attainment of competitive advantages given the entrepreneur's core competencies and marketing resources; and (4) marketing analytical tools and best practices in an entrepreneurial setting. As there is no universal marketing solution applicable to all entrepreneurial ventures, this course is designed to enable students to develop a multi-faceted perspective in analyzing marketing problems and making decisions. It focuses on the skills necessary to systematically assess the broad range of marketing problems, identify the range of opportunities and threats facing a new or rapidly-growing enterprise, and pursue the best opportunity by applying the fundamental marketing principles.

ENT603M - Entrepreneurial Finance (3 units)

The course builds on the concepts of finance learned in the basic accounting and finance courses that have relevance to the entrepreneurial venture from start-up to "harvest." The course is focused on the entrepreneur as a person, and more so, in the entrepreneurial process, as it relates to finance.

The focus of the course is to gain an understanding of financing of entrepreneurial ventures, including ways on how entrepreneurs identify and commit necessary resources to create and finance their venture. Consistent with financial theory, the course will evaluate decisions and alternatives on the basis of their impact on firm value. To accomplish these objectives, the course addresses specific skills, concepts, and know-how relevant to financing and building entrepreneurial ventures.

ENT604M - Entrepreneurial HR Strategy (3 units)

This course focuses on the various functions of human resource management for small, medium, and large enterprises. It presents theories and principles on the various human resource practices and provides many practical applications of these theories and principles. Global human resource practices are also discussed to make students aware of effective human resource management as a competitive tool in this era of globalization. A systems approach is taken to emphasize that human resource issues should be central to all critical decisions made for the continuous improvement of organizational performance.

Cognates (select only two)

ENT653M - Entrepreneurial E-Commerce (3 units)

This course focuses on the use of electronic commerce in the exchange, including buying and selling of products or services requiring transportation, either physically or digitally, including retailing, banking financial transactions, and expanding network services such as the Internet.

ENT654M - Special Topics in Operations Management (3 units)

The world is rapidly changing, bringing challenges that present both threats and opportunities to business enterprises. Surviving and even thriving in such a dynamic environment requires the business enterprise to develop a high degree of global competitiveness, particularly in the area of production or operations management. Operations management deals with the core processes that create and deliver the company's products and services. Strong competence in this area is required to achieve continuously increasing levels of customer satisfaction in terms of high quality, low cost, and reliable delivery. This course explores several vital technologies or competencies used by world-class companies to enhance quality and productivity. The topics are not focused on theory, but on application and experience.

ENT655M - Sustainable Production and Consumption: Industry and Market Perspectives (3 units)

It is an elective course dealing with ways by which businesses incorporate environmental management in their operations as well how consumers adopt an ecologically responsible behavior. It explores the impact of the growing environmental awareness and consciousness on the competitive advantage of firms and consumer behavior.

ENT656M - Business History (3 units)

The course looks into the history of business and its development in the Philippines, Asia, and in other countries, by providing an overview of the history of the private accumulation of wealth under the conditions of capitalism. It includes biographies of individual companies and entrepreneurs. A major focus of the course will be on the efforts to balance the individual desire for profit and the needs and desires of the community. It will help students understand how business activity has shaped and been shaped by different social and political forces. This course delves into the interplay between the private world of business and public world of politics to uncover a mutually dependent relationship that has come to define business in the present society.

ENT657M – Procurement and Logistics Management (3 units)

This course is designed to provide students with the essentials of Procurement and Logistics taking into account the highly volatile nature of business landscape. It also aims to instill the necessary knowledge to earn the internationally recognized designation Certified Professional in Supply Management (CPSM) which is prepared by the Institute for Supply Management (ISM) in the United States.

ENT658M – Supply Chain Management (3 units)

Supply chain management will cover “design, planning, execution, control, and monitoring of supply chain activities with the objective of creating net value, building a competitive infrastructure, leveraging worldwide logistics, synchronizing supply with demand and measuring performance globally.”

ENT659M – Total Quality Management (3 units)

Total Quality Management (TQM), can be expressed as the total system design of structure, procedures, processes and resources needed to implement quality management. This course aims to provide an overall understanding of the principles of quality and process management, its benefits, and the necessary requirements needed to gain accreditation from quality certifying bodies. The course will also provide students with technical and qualitative tools for measuring and auditing quality as well as techniques employed by corporate and business managers in ensuring quality. Ethical and social implications of TQM decisions will also be tackled.

ENT660M – Strategic Management of Innovation (3 units)

The course deals with the strategic management of innovation within organizations. The students will be exposed to methods, frameworks, and processes to effectively manage innovation as a key corporate strategy. Students will also examine the needed management skills specific to managing innovation. The course will cover topics such as innovation models, innovation strategy, technology management, product development and life cycle, protection of innovation (IP) and organizing teams for innovation.

ENT740M – Managing the Growing Business (3 units)

The course focuses on the identification of the stages of business growth and the problems and opportunities to be managed; the tools and techniques to manage and sustain growth; recognition of different leadership styles appropriate for each stage of business growth; and appropriate personnel practices in developing a new business.

ENT851M to ENT859M - Integration Paper (Thesis Equivalent) - The five-year Integrative Business Development Plan (6 units)

The student will put up his own business and/or focus on his family business with considerable upside potential, and will develop a plan to make the business grow, and then at least double its present size over the next 5 years. The business could be a stand-alone company or a business unit within a larger company. Planning should address all the issues that will be required to transform the business to a larger size. Note: Students have an option to do a full scale thesis instead of an Integration Paper.

Diploma in Entrepreneurship may be granted if the student has completed 21 units of basic and major courses.

ENT680M - The Entrepreneurial Organization (3 units)

This course focuses on the skills necessary to evaluate, plan and manage the organizational requirements of a new enterprise or for introducing an innovation into an existing system and culture.



ENT500M - Entrepreneurial Statistics (3 units)

This course deals with the use of statistical tools and methods in business decision-making and research. The topics include descriptive statistics, non-parametric statistical tests, and parametric tests such as regression and correlation with the aide of computer software.

ENT502M - Entrepreneurial Economics (3 units)

This course covers the study of the use of economic analysis in formulating business policies. Topics include profit measurement, demand forecasting, measuring economic effects of advertising, production line-pricing, cost-plus pricing and capital budgeting.

ENT521M - Research Methods (3 units)

This course provides the student knowledge and application of research skills in business setting. It also involves the use of practical examples and techniques in the planning and implementation of the research project.

ENT700M - Environmental Analysis and Opportunity Evaluation (3 units)

The focus of this subject is how to determine the difference between ideas and money-making business opportunities. It covers the broad areas of:

- Financial and non-financial requirements for evaluating opportunities.
- Personal versus business requirements
- The people dynamics
- The options for growth



ENT710M - Integrated Design for Marketability and Manufacturing (3 units)

This team-taught course, listed jointly in the RVR COB graduate school and the Gokongwei College of Engineering or College of Science, requires teams of entrepreneurship engineering/science graduate students to conduct surveys, design a product that will serve the market, manufacture their product in the engineering/science lab, and compete with other teams for simulated market sales and profitability. This course enables the entrepreneur students to interact with their peers from other schools within the university through joint classes, events and collaborative programs. The course also focuses on parallel thinking, leadership and facilitation skills for entrepreneurs, opportunity exploration and development, creativity and lateral thinking, and frameworks for creative thinking and thinking design.

ENT720M - New Venture Marketing (3 units)

This course focuses on the skills necessary to evaluate the broad range of marketing problems and opportunities facing a new or rapidly growing enterprise by applying the fundamental marketing principles learned.

ENT730M - New Venture Finance (3 units)

The course focuses on identifying aspects of financial information important in the decision-making process; mastery of fundamental accounting concepts and basic practical financial modeling techniques and financial analysis venture.

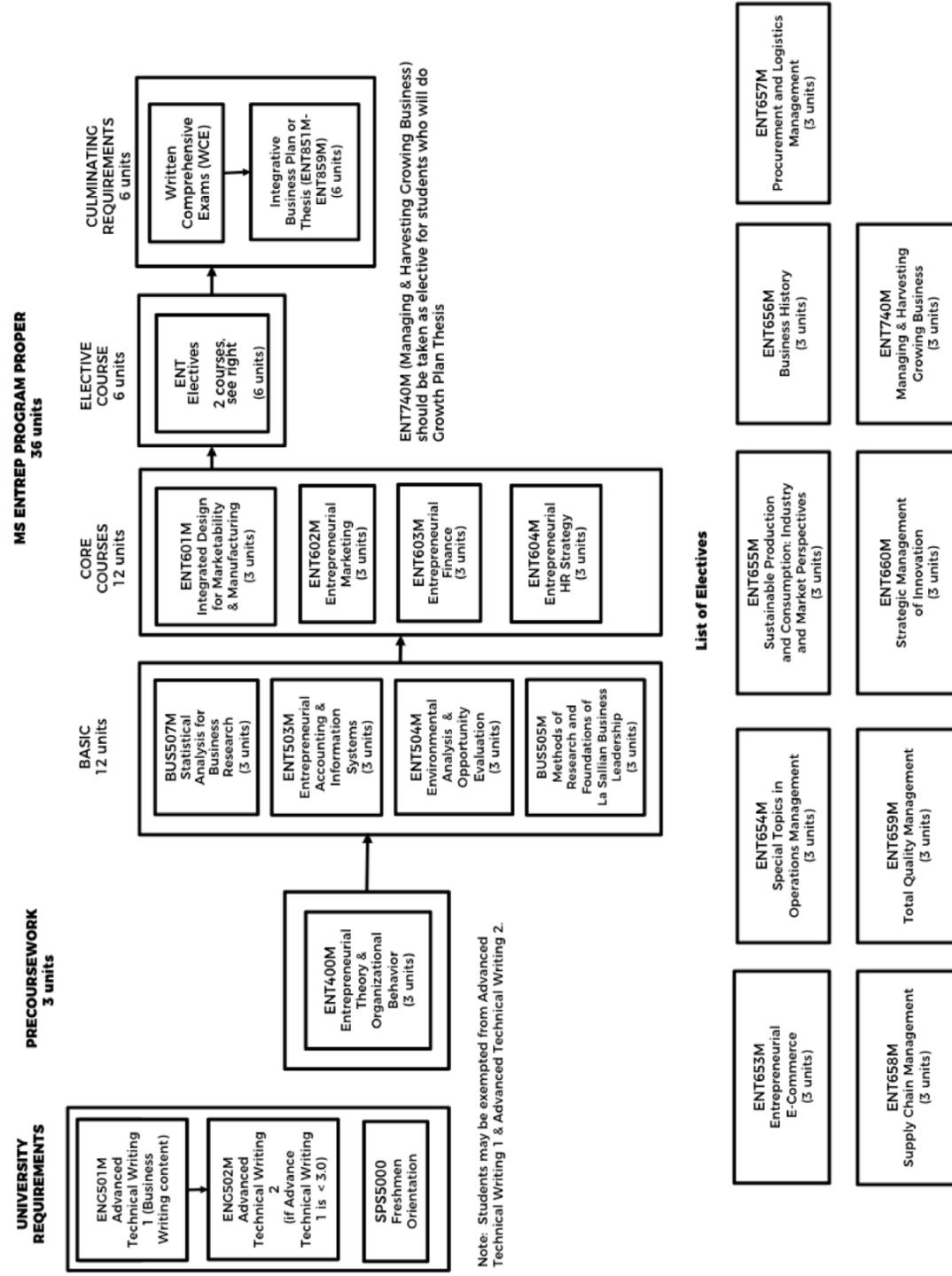
ENT740M - Managing the Growing Business (3 units)

The course focuses on the identification of the stages of business growth and the problems and opportunities to be managed; the tools and techniques to manage and sustain growth; recognition of different leadership styles appropriate for each stage of business growth; and the appropriate personnel practices in developing a new business.

ENT750M - Entrepreneurial Strategy (3 units)

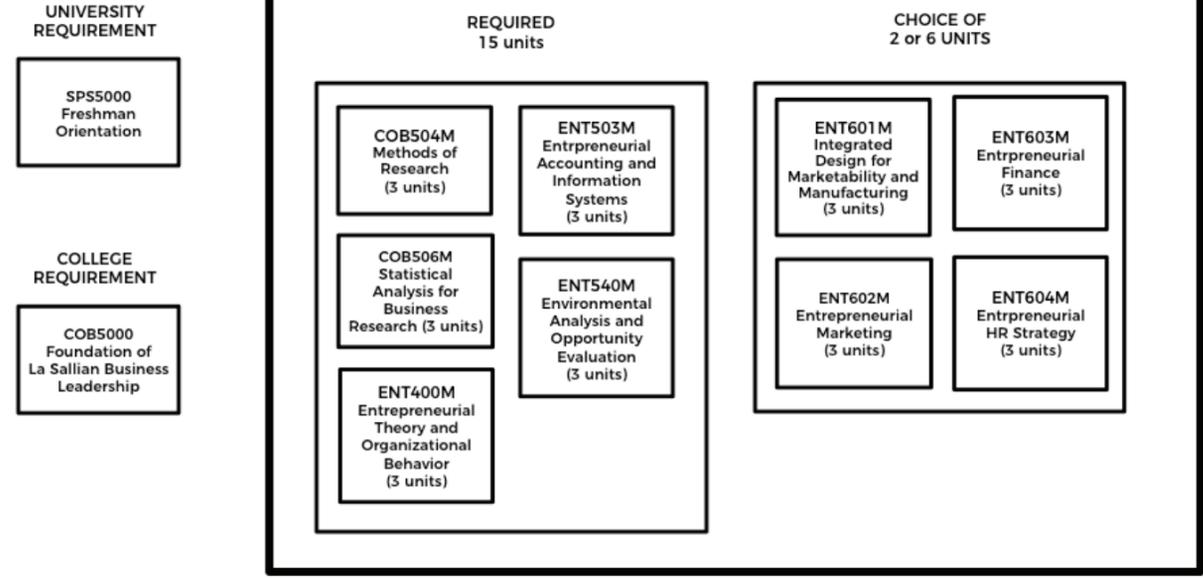
The course focuses on the identification of strategy concept and organization concepts of the enterprise; recognition of how "entrepreneurial" management differs from professional management; importance of culture in an organization and its effect on venture opportunities. The course will enable the student to assess environmental threats and opportunities in a given economy, distinguish the different frameworks for industry analysis, and identify strengths and weaknesses of an enterprise for strategy formulations.

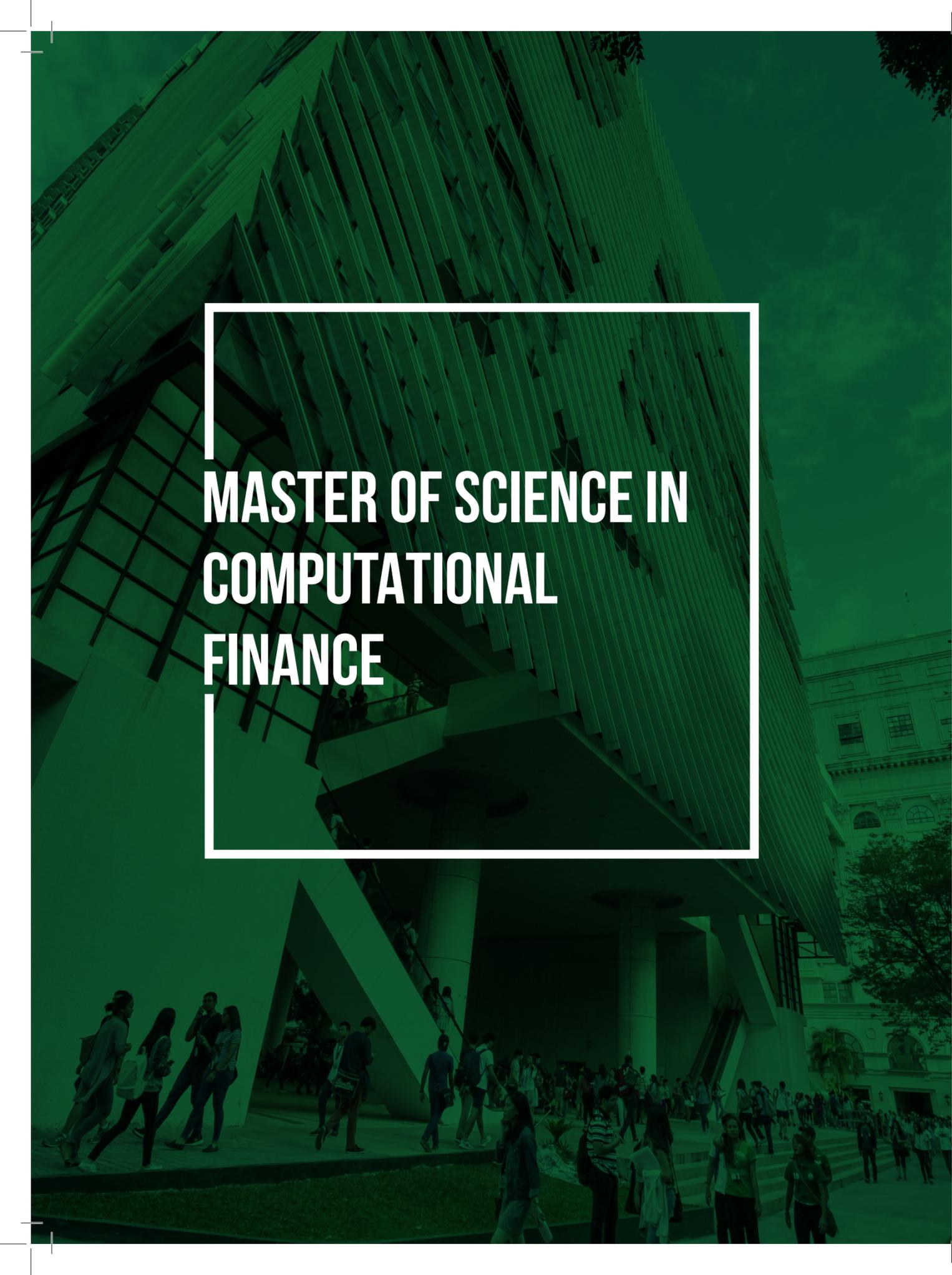
MASTER OF SCIENCE IN ENTREPRENEURSHIP Implemented since A.Y. 2013 - 2014



DIPLOMA IN ENTREPRENEURSHIP AY 2017-2018

DIP - ENT = 21 UNITS





MASTER OF SCIENCE IN COMPUTATIONAL FINANCE

Master of Science in Computational Finance

The Master of Science in Computational Finance (MSCF) Program is an intensive program geared towards educating students, investment professionals, and financial advisers to integrate mathematical and statistical models and techniques with financial theory and computer technology.

The program aims to prepare students, investment analysts, portfolio managers, and financial advisers:

- To have the necessary foundations in mathematics, statistics, finance, and computer science disciplines, and to apply these disciplines to the latest computer technology; and
- To meet the challenges and opportunities presented by the financial markets.

Admission Requirements

- Applicants to the MS in Computational Finance must have:
- A bachelor's degree in any of the following fields: mathematics, statistics, economics, accounting, management of financial institutions, computer science or engineering;
- satisfactory admission test scores
- satisfactory interview and essay results
- three years of relevant work experience

List of Requirements

For Local Applicants

1. Application Form with 2"x2" picture.
2. Original copy of Transcript of Records
3. Original Copy of NSO Birth Certificate
4. Transfer Credential (for non-DLSU graduate)
5. Two (2) Letters of recommendation (downloadable at DLSU website)
6. Updated Curriculum Vitae/Resume
7. Personal Statement containing Academic and Career Objectives
8. Two (2) pieces of 2"x 2" picture for testing permit
9. Certificate of good moral character from previous school/employer at least six months from date of issuance
10. Photocopy of research output (for Ph.D. applicants only)

For International Applicants

1. Application form with 2"x 2" picture (downloadable at DLSU website)
2. Photocopy of passport
3. Two (2) copies of Transcript of Records (Authenticated and Original copy)
4. Certificate of Graduation (with degree title and date of graduation)
5. Two (2) copies of Certificate of No Criminal Record (Authenticated and photocopy)
6. Two (2) Letters of Recommendation (form downloadable at DLSU website)
7. Curriculum Vitae or Resume
8. Personal Statement (format can be viewed from the DLSU website)
9. Photocopy of Research output (For PhD applicants only)
10. Two (2) pieces 2"x2" recent picture for testing permit

MSCF Curriculum

PRE-MSCF Courses / Unit

ECN520M – Business Economics (3 units)

In line with the goals of the MBA Program, this ECN500M/ECN520M or Business Economics course is designed for students with no business degree or relevant work experience. This course will provide business economics students a framework for understanding decision-making in work and life. It covers concepts and principles of microeconomics and macroeconomics with emphasis on their application in business, taking into account the complex nature of consumers as human beings and those of firms which are ran by business managers with their own self-interests. The application of the economic decision-making tools of analysis will provide students opportunities to simulate optimal managerial decisions given the constraints they face.

BUS506M – Statistical Analysis for Business Research (3 units)

The course is designed to introduce graduate students to fundamental theories and methods of statistical and econometric analysis for various applications in policy, business, economics and finance. The course covers topics in random variables, probability distributions, estimation and hypothesis testing; rudiments of model building; overview of the classical linear regression model/ordinary least squares, multiple linear regression, violations of the OLS assumptions such as multicollinearity, heteroskedasticity and autocorrelation, basic qualitative dependent variables and introductory topics on time series analysis and linear probability models.

As a graduate-level methods course with a substantial computing component, graduate students are expected to be trained in combining theory and practice of statistical analysis for both theory-building and theory-testing purposes. Students are also expected to undergo rigorous research training above and beyond the undergraduate level, such as formulating, implementing and presenting an empirical research plan; reviewing and critiquing relevant journals, and finally appraising and synthesizing the fundamental theories and concepts in statistical analysis.

ACC500M – Financial Accounting (3 units)

You will be introduced to basic accounting principles and concepts used by business entities. You will learn about the accounting cycle, the nature of financial statements, the treatment and control of liquid and long-lived assets, the tools of financial analysis through ratios and funds flow statements, and you will understand consolidated financial statements.

BNG520M – Business Law (3 units)

The goal of the MBA Program is to form Lasallian business leaders who will be competent, humanistic, nationalistic, and socially responsible change agents in business organizations and society. In support of this goal, Business Law aims to properly orient the students with the fundamental laws that govern commercial transactions. The various laws are discussed along the corporate evolution of transactions from business formation, organization and operations. It is to provide the business students with the basic legal framework that they need as a frame of reference in evolving corporate policies and direction. The Course will enable business managers to intelligently interface with their corporate counsel in the resolution of critical business decisions affected by or affecting the legal environment of the firm. The Course starts with the relevant provisions of the Constitution and proceeds to relate the business process flow to the specific laws that govern said process. The course likewise aims to build the foundation for business leadership on Lasallian Guiding Principles. It will also introduce theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues.

Core Courses

BUS505M – Methods of Research and Foundation of La Sallian Business Leadership (3 units)

The goal of the RVR-COB Graduate Programs is to form Lasallian Business Leaders who will be competent and socially responsible change agents in business organizations and society. In support of this goal, this foundation course aims to develop among management students the knowledge, skills, mindset, and values needed for a responsible and ethical researcher.

The course builds the foundation for business leadership on Catholic Social Teachings and Lasallian Guiding Principles. It also introduces theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues, especially in the conduct of research.

For the technical part, the course covers the basics of business and management research for professionals from sourcing and reviewing literature to identify research gaps, formulating research problems, developing the theoretical framework, planning research design, designing basic measurement instruments and applying qualitative and quantitative approaches to analyze research findings. Fundamentals of research citations and writing style and the use of research databases are also covered.

MCF200M – Corporate Finance (3 units)

This MSCF core course introduces the theory and practice of financial management in the corporate setting. It describes the corporation and its operating environment and the manner in which the board of directors and management create value for shareholders. This course will provide students with an analytical framework to determine the intrinsic value of a corporation and to assess the effectiveness of management in maximizing value.

MCF500M - Mathematics of Finance (3 units)

The course intends to equip the students with the mathematics required in the study and practice of finance.

MCF211M - Multivariate Analysis (3 units)

Design and approaches to data collection for decision making and problem solving situation. Study of statistical methods that simultaneously analyze multiple measurements on each individual or object under investigation.

MCF221M - Investment Analysis (3 units)

This course introduces the students to asset markets and the various securities in the global markets, the analysis and valuation of such securities, and how these securities can be used not only for investment purposes but for risk management in a multinational finance setting. This course will provide students with a comprehensive knowledge of the various hedging instruments and techniques and their cost benefit analysis.

MCF213M - Securities and Valuation Research (3 units)

The course provides students with different frameworks by which companies get values. The valuation techniques enable the students to properly assess and value the different aspect of business. Practical uses for the course will be in raising new equity in diversing or acquiring businesses, and in Securities Research

MCF301M - Portfolio Management (3 units)

A portfolio manager works to make money grow, whether it is the client's money or the manager's personal wealth. The manager first takes a collection of assets, represented by papers called securities. He puts the securities together in an organizer or briefcase. Since it's a portable folio, it's called a Portfolio.

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. What is the "best way to arrange a portfolio"? It depends on the client, what he/she wants to achieve. Therefore, you have to Know Your Client.

MCF302M - Trading Software and Programming (3 units)

The course focuses on the use of various available software packages for trading of financial assets. The software packages popularly in use by traders in the Philippines and abroad, particularly the technical analysis module, is emphasized. The Bloomberg and Technistock trading and technical analysis modules applied to the actual data provided by these services are used to the utmost for lectures and hands on sessions.



MCF222M - Advanced Financial Management (3 units)

This course brings together the three most important type of financial derivatives instruments are linked by a common pricing framework - the proposition that rational prices preclude arbitrage profits. The course emphasis the use of and the relationships among these derivative instruments in the context of Asset-Liability Management and general risk management practice in the area of finance. The course will equip the students with the fundamentals of pricing market instruments with emphasis on derivatives. The approach will be heavy on quantitative finance, to familiarize the students with the number side of risk management. The assumption is that the students are preparing backroom operations, crunching numbers, doing modeling, testing viability, looking at amounts at risk etc.

MCF212M - Time Series Analysis (3 units)

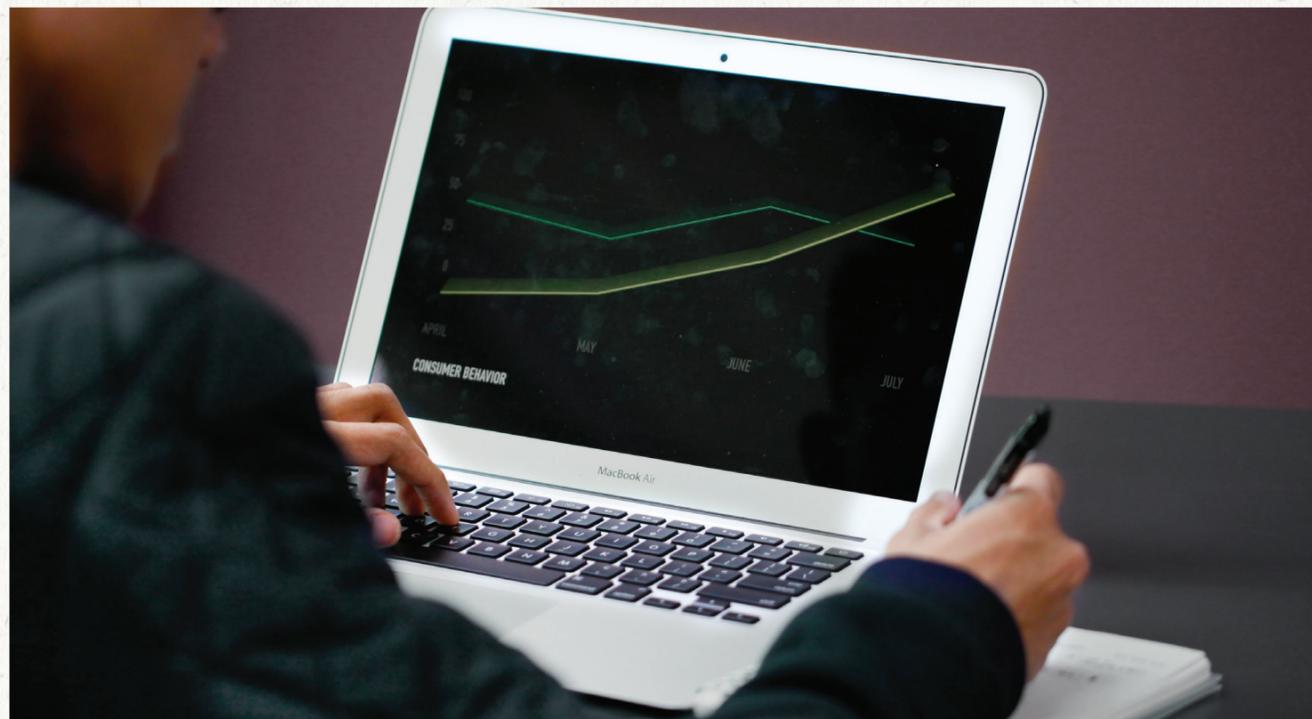
TIME SERIES introduces students to the basic concepts, techniques and processes to econometric time series analysis with emphasis on the analysis of financial data in a time series. The concentration of the course is on applied econometrics series and will try to ensure that students are comfortable when reading and evaluating the work/s of others and be able to produce good quality work on their own.

Electives (Choice of non-thesis and thesis tracks)

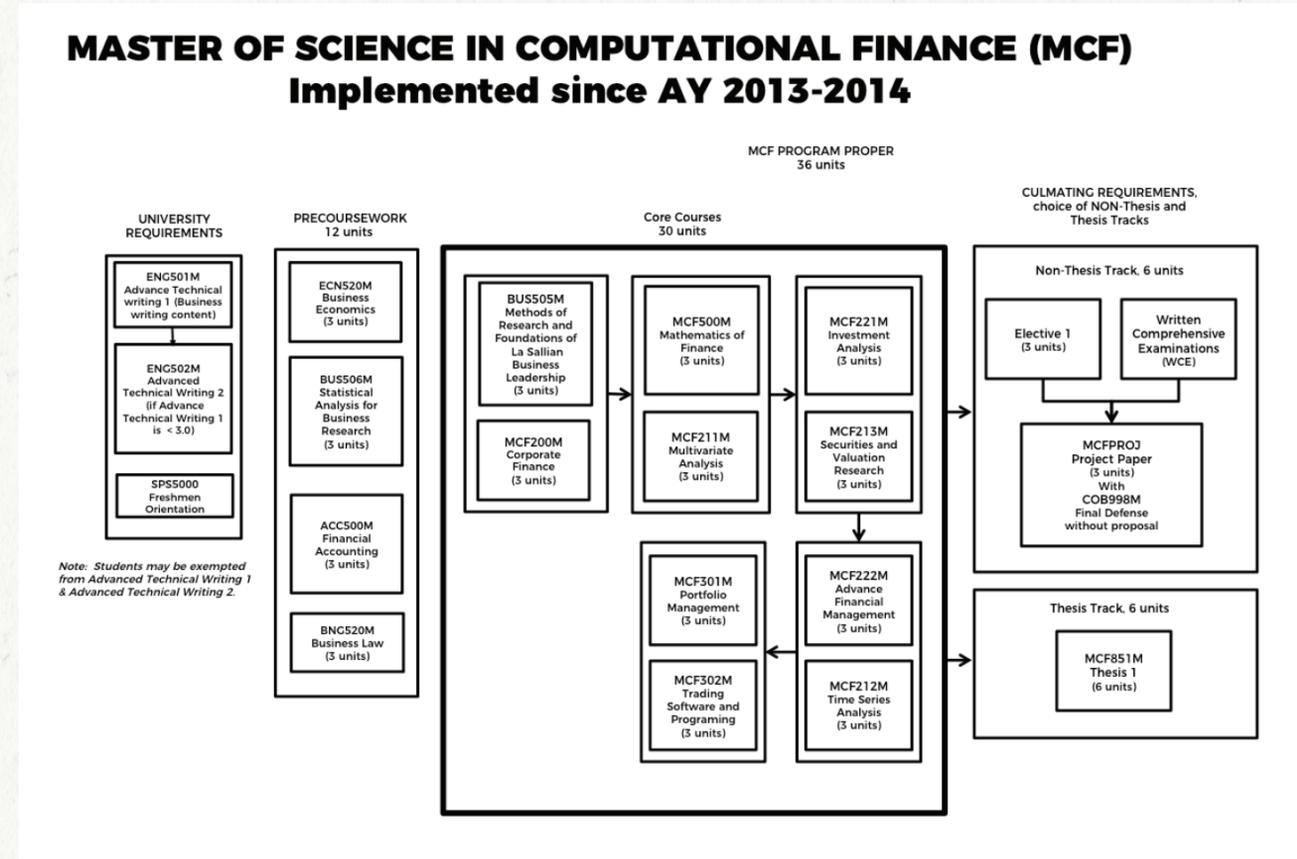
Written Comprehensive Examination

MCFPROJ – Project Paper with COB998M Final Defense without proposal

MCF851M - Thesis 1



Flowchart





MASTER OF SCIENCE IN FINANCIAL ENGINEERING AND DIPLOMA IN FINANCIAL ENGINEERING

Master of Science in Financial Engineering and Diploma in Financial Engineering

The MSFE and DFE is a fusion of mathematics, statistics, information and computer technology to the study of finance. It is envisioned to be a highly competitive program that will equip students with a comprehensive set of tools to meet the requirements of a vibrant financial economy. It further 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.

Duration of the Program

The Program normally takes two (2) years (six trimesters) on a part-time basis to be completed. Another year is allotted for the final requirements such as the written comprehensive exam and the thesis.

Admission Requirements

For more info, please visit:

<http://www.dlsu.edu.ph/admissions/graduate/checklist-local.asp>

1. Application form with 2"x2" picture with white background
2. Two (2) pcs of 2"x2" recent & identical ID pictures with white background for the Exam Permit
3. Original or Certified True Copy of Transcript of Records (for those who studied in the Philippines) or Philippine Embassy authenticated copies of Transcript of Records (for those who studied outside the Philippines)
4. Original NSO Birth Certificate (or any valid substitute)
5. Photocopy of NSO Certificate of Marriage, for applicants who changed their names after marriage
6. Transfer Credentials/Honorable Dismissal/Certificate of No-Issuance - applicable to non-DLSU graduates who studied in a university or a college in the Philippines.

DLSU - Manila graduates will be asked to fill out an "Application for Transfer Credentials Form", which is available at the Enrollment Services Hub

Certificate of Graduation - for applicants who did not earn a college or post graduate degree in the Philippines. Certificate must indicate degree title and date of graduation.

7. Two (2) Letters of Recommendation (pdf/101kb). An employed applicant may secure a letter of recommendation from his/her current employer, immediate head or his/her own respective Human Resource Department or its equivalent. Letters of Recommendation may also be obtained from former/current advisers or professors.
8. Personal Statement Containing Academic and Career Objectives (pdf/12kb)
9. Certificate of Employment and job description, as required by the program. (At least 5 years of experience)
10. DBA applicants are required to submit a thesis or a final paper in the master's program or a final paper in a "Strategy" - related course.

All application requirements SHOULD BE SUBMITTED IN A PROPERLY LABELED LONG BROWN ENVELOPE. (Required format is "Last Name, First Name Middle Initial", written in big capital letters on the front upper left corner..

Course Requirements

Basic/Course Courses 12 units

Major Courses 18 units

Cognates/Electives 6 units

Thesis 6 units

Total 42 units

FIN510M - Development of Financial Theories and Contemporary Issues (3 units)

This course dwells on the evolution of the theories of corporate finance and contemporary issues. The theories focus on the following areas: (1) Portfolio Theory, (2) Asset Pricing Models, (3) Efficient Market Hypothesis Theory, (4) Capital Structure Theory, (5) Financial Markets, (6) Derivatives, (7) Risk Management, (8) Microfinance, (9) Venture Capital, (10) Ethics, (11) Corporate Governance, and (12) Other Issues.

FIN520M - Calculus for Finance (3 units)

The course covers both differential and integral calculus, with emphasis on the applications to finance. The knowledge gained from the course will be very useful in understanding financial models and theories, econometrics, corporate finance, investments, and portfolio optimization.



Major Courses

BUS505M - Methods of Research and Foundation of Lasallian Business Leadership (3 units)

The goal of the RVR COB Graduate Programs is to form Lasallian Business Leaders who will be competent and socially responsible change agents in business organizations and society. In support of this goal, this foundation course aims to develop among management students the knowledge, skills, mindset, and values needed for a responsible and ethical researcher.

The course builds the foundation for business leadership on Catholic Social Teachings and Lasallian Guiding Principles. It also introduces theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues, especially in the conduct of research.

For the technical part, the course covers the basics of business and management research for professionals from sourcing and reviewing literature to identify research gaps, formulating research problems, developing the theoretical framework, planning research design, designing basic measurement instruments, and applying qualitative and quantitative approaches to analyze research findings. Fundamentals of research citations and writing style and the use of research databases are also covered.

FIN505M - Financial Economics I (3 units)

Financial Economics is a particular branch or application of microeconomic theory that examines the way in which economists analyze how financial markets organize the allocation of scarce resources. It relies primarily in concepts from microeconomics such as utility maximization, individual demand, and market equilibrium.

This course therefore serves as an introduction to the economics of financial markets and aims to introduce students to the main theoretical models used in trying to understand financial markets. It will focus on individual household's financial decision-making given preferences and utility, risk attitudes, financial portfolio theory, and capital markets; as well as discuss recent financial events such as the 2008 financial crisis, the recent stock market rally in the country, and growth and regulation policies that affect the market in the context of macroeconomics, international trade, and finance.

The course mixes theory and technique, and the material is arranged to commence at the utility theoretic and budget foundations of individual / consumer decisions and eventually proceed to the theories of asset pricing issues of capital markets, and macroeconomic events. The course will also tackle the application of financial concepts and techniques, but the approach will be from the economist-analyst's standpoint. Due to time constraint, this course concentrates only on applications on risk-free assets and risky securities including stocks and bonds.

This course provides the basic concepts and theories that are necessary in beginning to understand Portfolio Management and Investment Analysis, providing a framework that describes the environment in which portfolio managers, security analysts, investment advisors, and investors operate. The study of the theories and techniques will have direct and significant implications on asset valuation, portfolio management, and financial planning.

BUS506M - Statistical Analysis for Business Research (3 units)

The course is designed to introduce graduate students to fundamental theories and methods of statistical and econometric analysis for various applications in policy, business, economics, and finance. The course covers topics in random variables, probability distributions, estimation, and hypothesis testing; rudiments of model building; overview of the classical linear regression model/ordinary least squares; multiple linear regression; violations of the OLS assumptions, such as multicollinearity, heteroscedasticity, and autocorrelation; basic qualitative dependent variables; and introductory topics on time series analysis and linear probability models.

In graduate-level methods course with a substantial computing component, graduate students are expected to be trained in combining theory and practice of statistical analysis for both theory-building and theory-testing purposes. Students are also expected to undergo rigorous research training above and beyond the undergraduate level, such as formulating, implementing, and presenting an empirical research plan; reviewing and critiquing relevant journals, and finally appraising and synthesizing the fundamental theories and concepts in statistical analysis.

FIN538M - Treasury Operations (3 units)

Gives a view of treasury, emphasizing developing products for specific risks.

FIN536M - Financial Controllership (3 units)

Controllership is the study of the evolving role of the controller into having a very dynamic role in the company, with functions permeating all activities in the organization, from planning to execution of plans to measuring results and reporting, with due consideration of the company strategic plans, values, and ethical consideration. The course revolves around the balanced scorecard framework in discussing topics under financial controllership, review of the financial management function, as well as discussion of internal controls and fraud detection.

FIN534M - Portfolio Management and Strategy (3 units)

This subject is an integrating course for all the financial techniques taken in the MS Financial Engineering program of DLSU and at the same time aims to integrate the qualities of a true Lasallian into the mold of a progressive and globally competitive investment banker.

FIN530M - Risk Management and Value at Risk (3 units)

Risk Management is focused on the management and mitigation of risk faced by financial institutions. These risks, which can be classified into market risk, liquidity risk, credit risk, and operational risk, have to be addressed as bank and insurance companies prepare themselves to expand their operations globally and domestically.

This major course is also focused on the understanding and the importance of developing an Enterprise-wide Risk Management Framework in the effective management of risks. This is done through an in-depth understanding and analysis of the different risk models.

The course provides students understanding of the regulatory environment and framework through the exhaustive discussion of the Basle Accord, which is going to be implemented this year.

FIN532M - Derivatives and Options Pricing (3 units)

FIN532M is a three-unit course designed to enable students to come up with logical risk management decisions in managing, pricing, and implementing strategies on the application of financial derivatives.

Cognates/Electives (3 units each)

Financial Economics II

Provides a study of financial institutions and services and corporate governance. Continuation of Financial Economics I.

Applied Regression and Time Series Analysis

Presents programming applications of regression and time series analysis as applied to risk management strategies.

International Finance

International Finance at the graduate level looks into the nature and effects of financial transactions in an open market economy at the macroeconomic as well as firm levels. The course dwells on analytical tools and theories linking interest rates, price levels, and exchange rates at the national level and how these get to affect or be affected by similar economic variables internationally. At the macroeconomic level, the course covers the developments in the international financial markets from the Bretton Woods System up to the 2008 crisis in the developed world and their impact on the performance of the financial markets of developing markets. At the firm level, the course introduces one, premised on an open market economy, to an understanding of the foreign exchange market and the means to manage exposure to foreign currency risk. Special topics are covered by way of discussions on issues and concerns governing the domestic and international markets in the most recent decade.

Special Topics in Financial Engineering

Provides a discussion forum of contemporary issues such as e-commerce, e-finance, e-banking, etc.

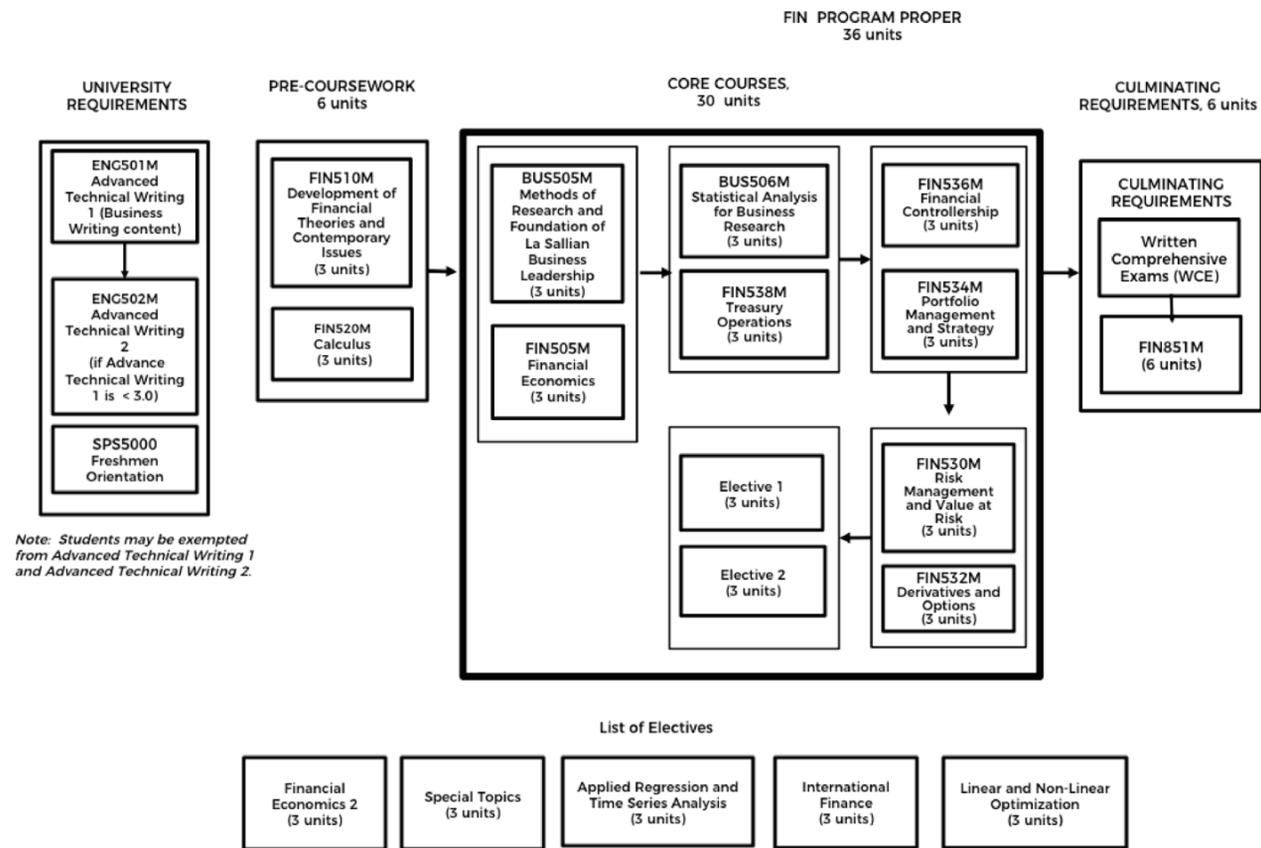
Linear and Non-linear Optimization

Provides frameworks for analyzing various linear and non-linear relationships in a finance environment.



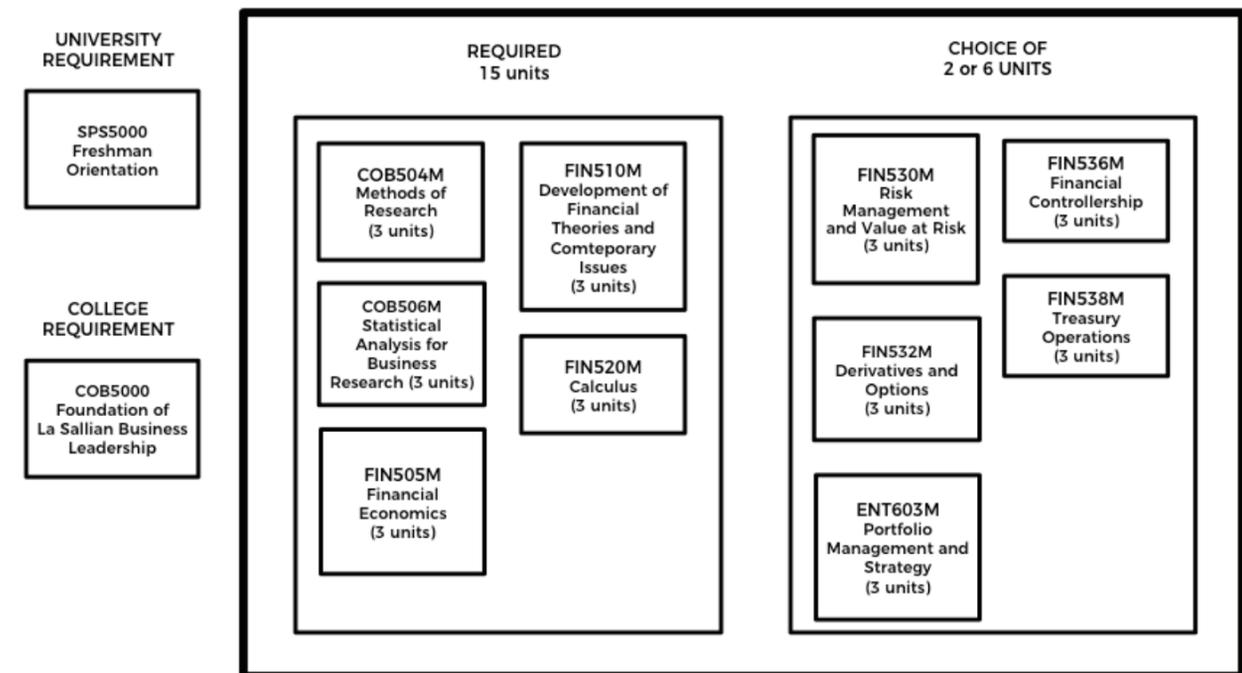
Flowchart

MASTER OF SCIENCE IN FINANCIAL ENGINEERING Implemented since A.Y. 2013 - 2014



DIPLOMA IN FINANCIAL ENGINEERING AY 2017-2018

DIP - FE = 21 UNITS



MASTER IN RISK AND INSURANCE MANAGEMENT

Master in Risk and Insurance Management

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.

Program Goals

The degree program core consists of risk management and parallel series of both life and non-life insurance management.

- To provide a mechanism for enhancing analytical skills by giving rigorous training in specific skills that are in great demand in the insurance sector, international agencies, and private industry and commerce that focus on managing risks.
- To provide thorough knowledge on theoretical and application concepts in both life and non-life insurance management.
- To increase awareness in Insurance Management and its contribution to society.
- To equip prospective managers with more efficient analysis and decision-making skills.
- To provide multi-faceted perspective in managing risks by applying a range of risk analysis techniques to technical and financial issues.
- To develop among professionals good value judgment and effective leadership skills toward sound problem-solving and decision-making activities.

Admission Requirements

For more info, please visit:

<http://www.dlsu.edu.ph/admissions/graduate/checklist-local.asp>

1. Application Form with 2"x2" picture with white background.
2. Two (2) pcs of 2"x2" recent & identical ID pictures with white background for the Exam Permit
3. Original or Certified True Copy of Transcript of Records (for those who studied in the Philippines) or Philippine Embassy authenticated copies of Transcript of Records (for those who studied outside the Philippines)
4. Original NSO Birth Certificate (or any valid substitute)
5. Photocopy of NSO Certificate of Marriage, for applicants who changed their names after marriage
6. Transfer Credentials/Honorable Dismissal/Certificate of No-Issuance - applicable to non-DLSU graduates who studied in a university or a college in the Philippines.

DLSU – Manila graduates will be asked to fill out an “Application for Transfer Credentials Form”, which is available at the Enrollment Services Hub

Certificate of Graduation - for applicants who did not earn a college or post graduate degree in the Philippines.

Certificate must indicate degree title and date of graduation.

7. Two (2) Letters of Recommendation (pdf/101kb). An employed applicant may secure a letter of recommendation from his/her current employer, immediate head, or his/her own respective Human Resource Department or its equivalent. Letters of Recommendation may also be obtained from former/current advisers or professors.
8. Personal Statement Containing Academic and Career Objectives (pdf/12kb)
9. Certificate of Employment and job description, as required by the program. (At least 5 years of experience)
10. DBA applicants are required to submit a thesis or a final paper in the master’s program or a final paper in a “Strategy” – related course.

All application requirements SHOULD BE SUBMITTED IN A PROPERLY LABELED LONG BROWN ENVELOPE. (Required format is “Last Name, First Name, Middle Initial” written in big capital letters on the front upper left corner.

The Curriculum:

A Thesis degree program consisting of:

- 39 units of basic, core and elective courses
- Written Comprehensive Examination
- 6 units of Thesis Writing
- Full-time: 7 - 8 trimesters
- Part-time: 8 - 10 trimesters

Basic Courses

ECN520M – Business Economics (3 units)

In line with the goals of the MBA Program, this ECN500M/ECN520M or Business Economics course is designed for students with no business degree or relevant work experience. This course will provide business economics students a framework for understanding decision-making in work and life. It covers concepts and principles of microeconomics and macroeconomics with emphasis on their application in business, taking into account the complex nature of consumers as human beings and those of firms which are run by business managers with their own self-interests. The application of the economic decision-making tools of analysis will provide students opportunities to simulate optimal managerial decisions given the constraints they face.

FRM512M – Marketing and Communications (3 units)

Core Courses

BUS505M – Methods of Research and Foundation of Lasallian Business Leadership (3 units)

The goal of the RVR COB Graduate Programs is to form Lasallian Business Leaders who will be competent and socially responsible change agents in business organizations and society. In support of this goal, this foundation course aims to develop among management students the knowledge, skills, mindset, and values needed for a responsible and ethical researcher.

The course builds the foundation for business leadership on Catholic Social Teachings and Lasallian Guiding Principles. It also introduces theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues, especially in the conduct of research.

For the technical part, the course covers the basics of business and management research for professionals from sourcing and reviewing literature to identify research gaps, formulating research problems, developing the theoretical framework, planning research design, designing basic measurement instruments, and applying qualitative and quantitative approaches to analyze research findings. Fundamentals of research citations and writing style and the use of research databases are also covered.

FRM510M - Life and Non-Life Insurance Management (3 units)

This introductory course provides an overview of the entire process of managing life and non-life insurance companies including the prudent management of their investment in stocks, bonds, notes, and other instruments.

BUS506M – Statistical Analysis for Business Research (3 units)

The course is designed to introduce graduate students to fundamental theories and methods of statistical and econometric analysis for various applications in policy, business, economics, and finance. The course covers topics in random variables, probability distributions, estimation, and hypothesis testing; rudiments of model building; overview of the classical linear regression model/ordinary least squares, multiple linear regression, violations of the OLS assumptions such as multicollinearity, heteroscedasticity and autocorrelation; basic qualitative dependent variables; and introductory topics on time series analysis and linear probability models.

In graduate-level methods course with a substantial computing component, graduate students are expected to be trained in combining theory and practice of statistical analysis for both theory-building and theory-testing purposes. Students are also expected to undergo rigorous research training above and beyond the undergraduate level, such as formulating, implementing, and presenting an empirical research plan; reviewing and critiquing relevant journals, and finally appraising and synthesizing the fundamental theories and concepts in statistical analysis.

FRM513M - Corporate Finance and Strategic Management (3 units)

It covers environmental scanning, assessment, internal and external factors analysis, strategy recommendations, and implementation. It will also cover capital budgeting techniques, working capital requirements, analysis of the financial statements of insurance companies, and an introduction to portfolio management and investment.

FRM515M - International Insurance and Reinsurance (3 units)

This course studies insurance markets from both general and international perspectives. It includes the nature and functions of reinsurance and the non-traditional methods of risk transfer.

FRM514M - Legal Studies and Claims Management (3 units)

A review of the insurance code of the Philippines, and all other circulars passed that affect the insurance industry in general. This course is also designed to develop a practical working knowledge of the handling and management of claims, both commercial and personal lines.

FRM509M - Enterprise Risk Management (3 units)

This course covers the nature and objectives of corporate risk management with primary consideration devoted to the recognition, evaluation, and treatment of pure risks to which the life insurance corporation is exposed.

FRM518M - Actuarial Science (3 units)

This course introduces practical applications of financial mathematics such as loan amortization and bond pricing, premium contingencies, basic life contingencies, and determination of annuity insurance benefits and premiums.

Elective Courses

Risk Management Information Systems

This course focuses on the examination of data collection and analysis methods for risk management decisions, analysis of qualitative and quantitative data to support transfer, retention and loss control decisions including loss trending, and evaluation of regulatory controls.

Portfolio Management and Underwriting

This course covers the fundamental difference between the skills required to manage a portfolio of insurance risks and those required to underwrite individual policies.

Fire and Casualty Insurance

This course covers fire insurance practice, underwriting, extra perils including all risks, general and industrial fire hazards, and preparation of plans and reports.

Suretyship

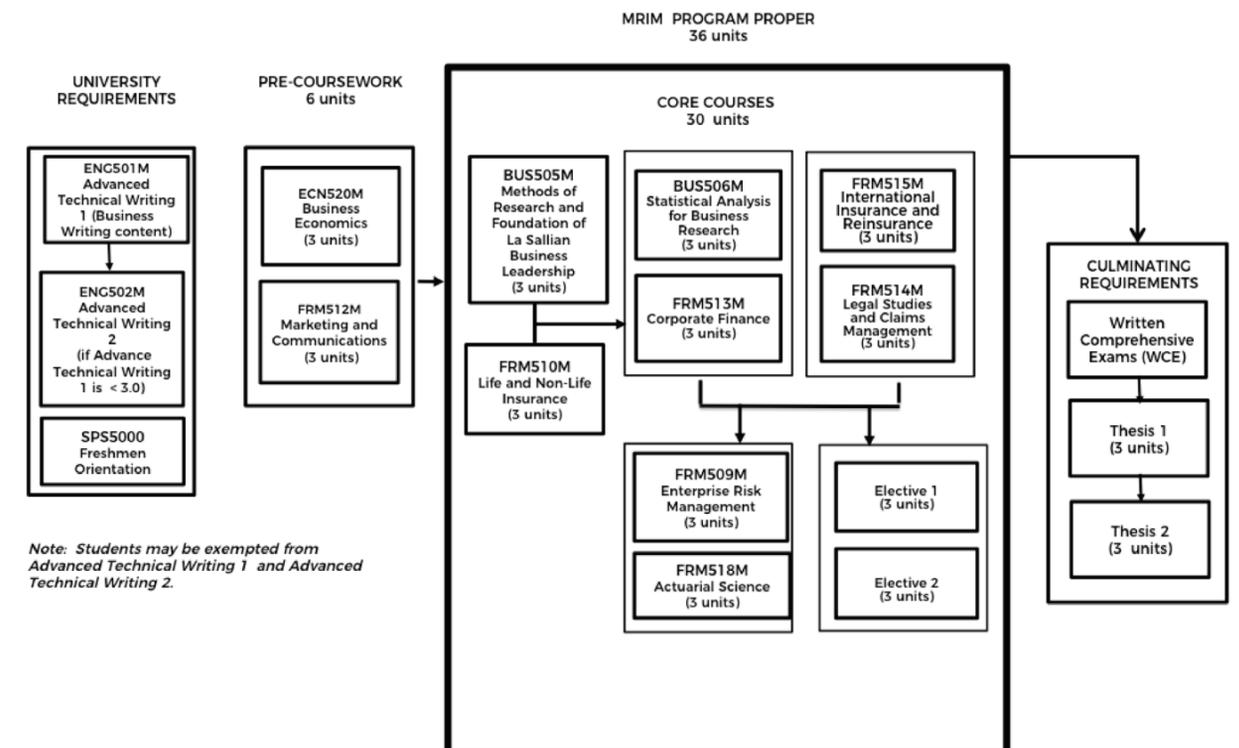
This course discusses the nature, concepts, and principle of suretyship, and includes the different types of bonds, underwriting guidelines, and claims.

Employee Benefit Plan Design and Financing

This course covers the rationale behind substantial budget commitments to employee benefits as well as employee benefit package designs and aspects of life insurance.

Flowchart

MASTER IN RISK AND INSURANCE MANAGEMENT Implemented since A.Y. 2013 - 2014





MASTER OF BUSINESS ADMINISTRATION

Master of Business Administration

The Master of Business Administration (MBA) 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.

To earn an MBA degree, students must complete 36 units of course work. Foundation courses include Lasallian Business Leadership, Ethics, and CSR, Quantitative Methods for Decision-Making, Management Accounting, and Management Action Research. Core courses include Financial Management, Information Management, Human Resource Management and Organizational Behavior, Operations Management, and Marketing Management. 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, and Supply Chain Management. Capstone requirements include a course on Strategic Management and an Action Research Paper that must be orally presented to a panel.

Admission Requirements

For more info, please visit:

<http://www.dlsu.edu.ph/admissions/graduate/checklist-local.asp>

Application Form with 2"x2" picture with white background

Two (2) pcs of 2"x2" recent & identical ID pictures with white background for the Exam Permit

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Two (2) Letters of Recommendation (pdf/101kb). An employed applicant may secure a letter of recommendation from his/her current employer, immediate head, or his/her own respective Human Resource Department or its equivalent. Letters of Recommendation may also be obtained from former/current advisers or professors.

Personal Statement Containing Academic and Career Objectives (pdf/12kb)

Certificate of Employment and job description, as required by the program. (At least 2 years of experience)

All application requirements SHOULD BE SUBMITTED IN A PROPERLY LABELED LONG BROWN ENVELOPE. (Required format is "Last Name, First Name Middle Initial.", written in big capital letters on the front upper left corner.

Course Descriptions

Bridging Courses

Students with undergraduate business degrees (e.g., B.S. Commerce or B.S. Accountancy) are exempt from the Bridging Courses

Course Title: Management Principles & Dynamics
Course Code: BUS 5000M

Course Description:

This is a course on the principles and dynamics of management. It introduces fundamentals in management study as they apply within the contemporary work environment. The content centers on the management functions of planning, organizing, leading, and controlling with discussions under both mainstream and multi-stream approaches, and also touches on ethics, social responsibility and sustainability. In line with the goal of MOD to "develop competent, humanistic, nationalistic, and socially responsible business leaders, professionals and entrepreneurs that serve as change agents in society," the course emphasizes the role of managers in value creation in their respective organizations and the organization's stakeholders.

Course Title: Business Communication
Course Code: BUS 520M

Course Description:

Business Communication covers the essentials for developing effective writing and oral presentation skills on the job. The framework used in this course encompasses basic principles that serve as a guide in the development and delivery of written and oral communication in business settings.

Course Title: Business Law
Course Code: BNG520M

Course Description:

Business Law aims to properly orient the students with the fundamental laws that govern commercial transactions. The various laws are discussed along the corporate evolution of transactions from business formation, organization, and operations. It is to provide the business students with the basic legal framework that they need as a frame of reference in evolving corporate policies and direction. The Course will enable business managers to intelligently interface with their corporate counsel in the resolution of critical business decisions affected by or affecting the legal environment of the firm. The Course starts with the relevant provisions of the Constitution and proceeds to relate the business process flow to the specific laws that govern said process. The course likewise aims to build the foundation for business leadership on Lasallian Guiding Principles. It will also introduce theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues.

Course Title: Business Economics
Course Code: ECN520M

Course Description:

In line with the goals of the MBA Program, this ECN500M/ECN520M or Business Economics course is designed for students with no business degree or relevant work experience. This course will provide business economics students a framework for understanding decision-making in work and life. It covers concepts and principles of microeconomics and macroeconomics with emphasis on their application in business, taking into account the complex nature of consumers as human beings and those of firms which are run by business managers with their own self-interests. The application of the economic decision-making tools of analysis will provide students opportunities to simulate optimal managerial decisions given the constraints they face.

Course Title: Principles of Accounting
Course Code: ACC520M

Course Description:

This course introduces the students to the basic Accounting principles and concepts used by business entities relevant to the accounting records and systems, the accounting cycle, the nature of financial statements, the treatment and control of liquid and long lived assets, and the tools of financial analysis through ratios and funds flow statements, and understanding consolidated financial statements.

Foundation Courses

Course Title: Lasallian Business Leadership with Ethics and Corporate Social Responsibility

Course Code: BUS560M

Course Description:

The course examines the challenges of social responsibility in meeting the needs and interests of all stakeholders in a way that balances social, environmental, and economic resources and impacts and investigates avenues for reshaping a business to operate responsibly and profitably within a multiple bottom line, and thus contribute toward global sustainability. The course builds the foundation for business leadership on Catholic Social Teachings and Lasallian Guiding Principles. It will also introduce theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues.

Course Title: Management Accounting
Course Code: ACC535M

Course Description:

This course examines the application of appropriate management accounting techniques and concepts in processing relevant accounting information and projected economic data of an entity to assist management in setting up reasonable economic objectives and in making rational decisions, performance evaluation, and control towards the attainment of these objectives.

Course Title: Management Action Research
Course Code: BUS530M

Course Description:

This course trains the students on the fundamentals of action research as they will implement it as managers (or managers-to-be) within their organizations. The course will help students to develop as reflective management practitioners by learning the fundamentals of insider action research which aims at both taking action and creating knowledge about that action through a cyclical process of consciously and deliberately (1) planning, (2) taking action, and (3) evaluating and reflecting upon the action, leading to further planning, all in a collaborative manner. The process will involve the students describing their practice-based reality, reflecting upon it, analyzing that reality and, through research and study of theory, devising an action plan that is applied. In this way, practice becomes a dynamic process in which reflection and practice interact to produce change. As a course requirement, students will plan an action research project which they will implement partly within the course and, thereafter, during the rest of their MBA studies, as they learn frameworks and theories in their courses, and present this as a culminating requirement for graduation.

Course Title: Quantitative Methods for Decision-Making
Course Code: MSC530M

Course Description:

Quantitative Methods for Decision Making is a course on the use of basic statistical and management science techniques in solving management decision problems and is meant to assist students in acquiring a special competence in the scientific approach to solving management problems.

Core Courses (15 units)

Course Title: Financial Management
Course Code: FNC 535M

Course Description:

This course introduces the theory of finance and the practices of financial management in the corporate setting. It will teach the student how to make sound investing and financing decisions. Hence, it covers the whole range of finance concepts, economics and financial environment, financial statement analysis, risk analysis, and the valuation processes.

Course Title: Operations Management
Course Code: MSC 535M

Course Description:

This course (MSC535M Production & Operations Management) covers the design, analysis, planning and control, and improvement of production/service operations to achieve desired organizational performance objectives. Topics include the fit between operations strategy, competitive priorities and operations systems and the impact of strategic, tactical and operational decisions on overall business performance. The P/OM course discusses the role and responsibilities of the operations managers in systems design and systems operation and introduces the students to trends and recent development in field of operations management. This course is designed to enable students to understand the importance of managing the value-creating processes involved in the transformation and allocation of resources in both manufacturing and service organizations and to relate the significance of the P/OM function with the other functional areas of business to achieve competitive advantage.

Course Title: Human Resource Management with Organizational Behavior
Course Code: HRM 535M

Course Description:

This course is about the concepts and applications in the fields of strategic Human Resource Management (HRM) and Organizational Behavior (ORGBEH). In HRM, it discusses the different major functions of HRM, namely: (1) recruitment and selection; (2) training and development; (3) performance management; (4) compensation; (5) occupational health, safety and wellness; (6) labor relations; and (7) employee separation. It focuses on concepts, principles, policies, and practices on managing the workforce for the common. This course also tackles both the domestic and global HRM issues as they relate to investment in people which is the main source of sustainable competitive advantage for organizations. A strategic managerial approach is adopted to illustrate how human resource can facilitate a change in the strategy and direction of an organization. In ORGBEH, it covers the concepts, theories, and processes of ORGBEH at the: (1) individual; (2) group; and (3) organization levels; as applied mainly to business practices in corporations and enterprises, with some applications to NGOs and government agencies. The focus of the course is on strategic, humanistic and socially responsible managerial practice and decision-making in the various levels, as well as on critical issues prevalent today. The premise of the course is that every manager is responsible for the effective management of persons, teams, and organizations to achieve organizational (corporate, entrepreneurial, government, or NGO) goals. The course also integrates ethics, gender and culture sensitivity, and the global nature of organizational work patterns.



Course Title: Marketing Management
Course Code: MKT 535M

Course Description:

This course teaches the students to appreciate the contemporary role of marketing and its crucial significance in management decision-making and business strategies. Case discussions are intended to instill the value of being market conscious and customer focused when analyzing the dynamic changes confronting various industries. The course should likewise provide the students the groundwork discipline for ethical and socially responsible marketing.

Course Title: Information Management
Course Code: MIS535M

Course Description:

Information and its effective management are becoming both strategic and critical to business organizations and to our knowledge-based society. The role of IT is constantly evolving and has changed significantly from a cost-center to a "businesses enabler" role. Today, in many industries, IT enables some businesses to differentiate themselves from their competitors, thus providing competitive advantage. This course has been developed with the emphasis on strategic management of information and knowledge assets in organizations. This is not an information technology or information systems based course. This course is suitable for those with managerial experience in data management, information management, records management, business intelligence, or knowledge management who may have moved into these areas from other fields such as science, technical or administrative business function. The course will help candidates to maximize the efficiency of their IT operations so that they can focus their resources on providing value to the business. Also, this course will aid students in developing informed responses to the needs of a variety of stakeholders in making ethically-sound business decisions, particularly in the information management field in response to today's environment of rapidly changing business conditions.



Electives (3 to 9 units)

Students can choose from any of the elective offerings of the different departments. These electives change from term to term. Students who wish to specialize in a subject area (e.g., Human Resource Management, Marketing, Finance, or Business Management) need to take three courses (nine units) in the same field (e.g., three courses with the HRM code to be an HRM specialist).

Capstone Requirement

Course Title: Strategic Management
Course Code: BUS835M

Course Description:

The focus of this course is on integrating management of the entire organization. The course will familiarize the MBA student with the perspective of general management as contrasted with previous courses where the focus was on managing one specific functional area of management. The course will cover the roles and responsibilities of strategic leaders and general managers which includes the formulation and implementation of strategy. It includes such concepts as strategic vision and objectives; value chain, process, basis and context of strategy; and, interrelations between corporations and their environments. Emphasis is on environmental scanning, planning and control; evaluation of strengths and weaknesses; allocation of resources; development of competitive advantages; managing strategic change; implementation of strategies; and measurement of corporate performance.

Course Title: Integrated Action Research (IAR) Paper
Course Code: BUS895M

Course Description:

This is a writing course with advising which enables the student to write an integration action research paper which documents (1) the student's reflections and learnings during the MBA program, (2) the student's applications of these to personal and professional development and to improvements in the workplace and (3) the student's contribution to management knowledge derived from the action research. The paper will be defended to a panel upon enrolment in Oral Comprehensive Examination.

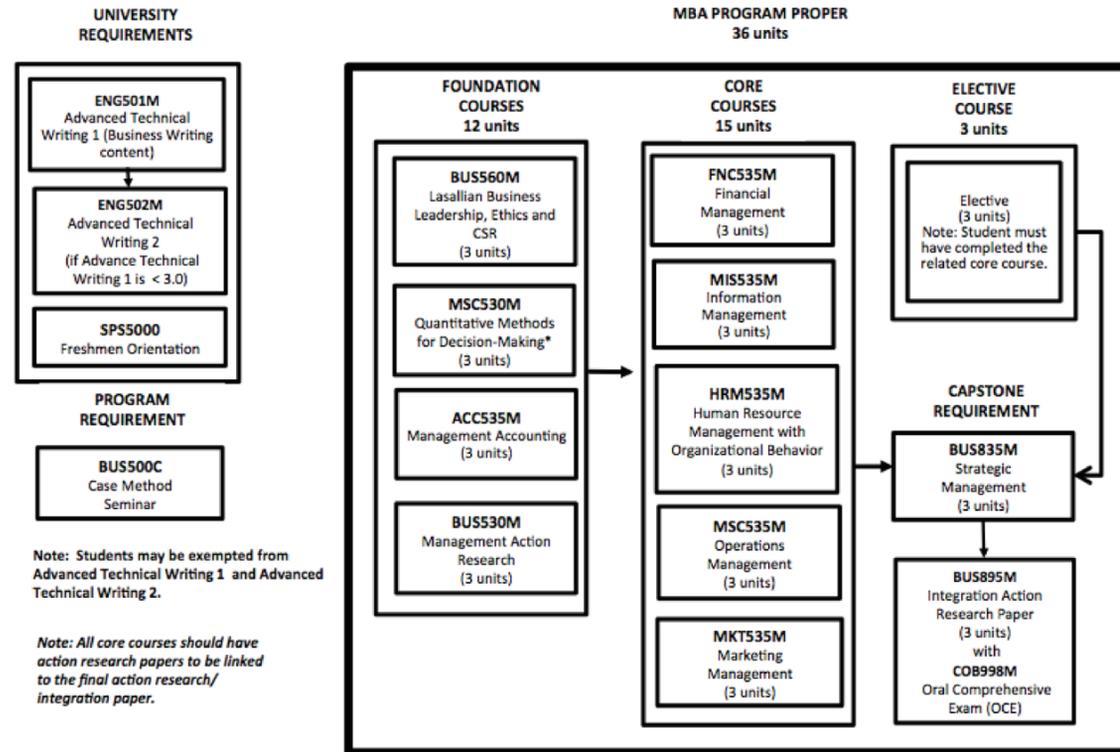
Course Title: IAR Project Paper Defense
Course Code: COB999M

Course Description:

This is an oral defense of the action research paper made by the student. It is a venue for the student to demonstrate proficiency in managerial communication in explaining literature-based theoretical knowledge, the nature of organizational improvement and reflexivity for improved personal competence and professional practice.

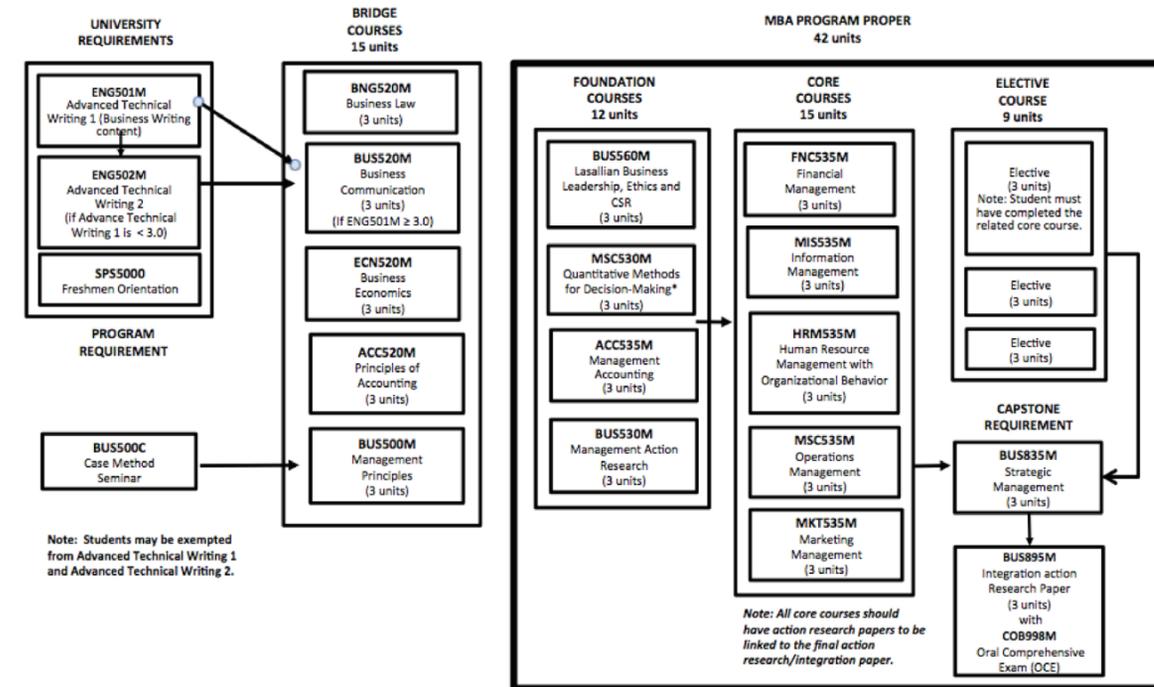
Flowcharts

MASTER OF BUSINESS ADMINISTRATION CURRICULUM Implemented since A.Y. 2013 - 2014 (for students with a business undergraduate degree)



* OCE can only be enrolled if the student is enrolled in Integration Action Research Paper and the Integration Paper has been approved by the adviser for defense.

MASTER OF BUSINESS ADMINISTRATION CURRICULUM with SPECIALIZATION Implemented since A.Y. 2013 - 2014 (For students without a business undergraduate degree)



* OCE can only be enrolled if the student is enrolled in Integration Action Research Paper and the Integration Paper has been approved by the adviser for defense.

MASTER OF MARKETING COMMUNICATIONS

Master of Marketing Communications

The Master of Marketing Communication 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.

Admission Requirements

For more info, please visit:

<http://www.dlsu.edu.ph/admissions/graduate/checklist-local.asp>

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Course Requirements

Basic Subjects (5) 15 units

Major Subjects (8) 24 units

Cognates (3) 9 units

Marketing Communication Campaign 3 units

Total 51 units

May be finished in 7 terms

Basic Courses

MKG501M – Principles of Marketing (3 units)

This course covers the Principles and Basic Concepts of Marketing. Primary emphasis is made on the four basic elements of Marketing (the Marketing Mix) - Product, Price, Place, and Promotion. The concepts as well as its application in Philippine industry and market are discussed. Students are encouraged to prepare a simple marketing program and develop a hypothetical product for presentation at the end of the term as a result of all the class lessons.

MKG502M – Entrepreneurial Business Organization (3 units)

This is an introductory course to the theory and practice of business and management to small, medium, and large-scale organizations. The objective of the course is to expose students to the theories of management and subsequently apply the four basic management functions of planning, organizing, leading, and controlling. The course is aimed at providing an overview of the different business functions of marketing, production, human resource and operations / production management.

MMC501M – Integrated Marketing Communications (3 units)

Communicating effectively and efficiently with target markets has become more challenging especially with the advent of digital media. The unit is designed to teach students how to critically assess campaigns, plan strategically, create, and then present an integrated marketing campaign using a mix of both traditional and digital channels. Students are introduced to theories, concepts, frameworks, tools, and processes that relate to marketing communications. They learn through practically applying this knowledge, planning, developing, and presenting an integrated marketing campaign.

Major Courses

BUS505M – Methods of Research and Foundations of La Sallian Business Leadership (3 units)

This foundation course aims to develop among management students the knowledge, skills, mindset, and values needed for a responsible and ethical researcher. It builds the foundation for business leadership on Catholic Social Teachings and Lasallian Guiding Principles. It also introduces theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues, especially in the conduct of research.

For the technical part, the course covers the basics of business and management research for professionals from sourcing and reviewing literature to identify research gaps, formulating research problems, developing the theoretical framework, planning research design, designing basic measurement instruments, and applying qualitative and quantitative approaches to analyze research findings. Fundamentals of research citations and writing style and the use of research databases are also covered.

BUS507M – Statistical Analysis for Business Research (3 units)

Entrepreneurial Statistics introduces the use of statistical tools and methods in business decision – making and research for micro-, small- and medium enterprises. The course covers basic statistical concepts and methods in descriptive statistics. It also deals with inferential statistics, which is a useful tool in the analysis and interpretation of statistical data by way of statistical inference methods such as interval estimation of parameters and testing statistical hypotheses. The course also includes the use of the computer laboratory for facilitating statistical computation.

MMC530M – Advertising (3 units)

This course is designed to empower students to think and act as analytical and socially responsible leaders in our hyper connected yet fragmented society. Students must understand the foundation of every strategic campaign initiative: thorough research and insightful understanding of the target audience. Students must internalize the transformational power of communicators as “diplomats and ambassadors” who can influence behavior, advance agendas, challenge the status quo, resolve conflicts, and embrace our world’s beautiful diversity.

MMC550M – Account Management (3 units)

The objective of key account management is to maintain and improve relationships with key customers. But account management is more than customer relationship. It deals with profitability management, product migration, and account planning. At the end of the course, the students would be able to identify key accounts and structure a well laid plan of process that clearly defines the tasks needed to be done for strong client relationship. The student will learn how to ensure that the process of account management will produce profitable results. In the end, account management should maximize the company’s bottom line.

MMC520M – Copywriting (3 units)

A marketing communications practitioner needs to be creative in order to do wonders for the brands at hand. Apart from the use of interesting visuals, copy also plays a vital role when creating compelling advertising materials. This course focuses on the importance of copywriting in creating effective, on-strategy advertising materials which sell. It gives an overview on the important role of the copywriter in the conceptualization of creative materials grounded on sound marketing strategy. Throughout the term, techniques in consumer insight, marketing strategy formulation, and creative conceptualization will be taught, all of which will complement the copywriting skills development which will be the core focus of this program. Case studies and workshops will be given, all of which will adhere to industry standards.

MMC650M - Sales Promotion (3 units)

This course will discuss the various promotional tools in sales. Sales Promotion is a planned undertaking by the company to increase the sales and usage of a product or service. Promotion can be classified into three main areas: Consumer Market-Directed, Trade Market-Directed, and Business-to-Business Market-Directed. It is important to understand the value and difference of each type of sales promotion needed for each area.

Consumer sales promotions are usually directly associated with product purchase. Some of the consumer sales promotion are: coupons, rebates, promotional pricing, loyalty programs, and sampling. Sales promotion is also designed at building relationships with channel partners. They can help "push" a product by encouraging the channel members to promote the product to their customer. Some approaches used are: point-of-purchase displays, advertising support programs, sales Incentives and trade allowances. In business-to-business markets sales promotions is a means of moving customers to purchase. The techniques most often used are: trade shows, trade-ins, and price reductions.

MMC525M - Visualization and Art Direction (3 units)

This course aims to create an enlightened understanding of the process of creating advertising concepts and marketing communication ideas from the standpoint of the visual detail – what it is, where it comes from, and how it's done. The course will discuss and analyze various visualization techniques by the masters and visual design appreciation in synergy with an understanding of consumer insight towards the creation of the "big idea".



To see with one's mind and think with one's eyes will be the driving force of the sessions. Progressive exercises in visualization will be covered and the use of basic drawing skills will be honed to convey the visual idea effectively and clearly. Print advertising, out-of-home, and television commercials will be evaluated in search of the "big idea" which is the key to an effective advertising campaign.

MMC502M - Strategic Planning (3 units)

A strategic marketing plan defines how the company can position itself to gain strategic competitive advantage. Strategic marketing take into account the markets, the segments, the customer relationships and the marketing processes. It covers the importance of the Ps of marketing; product, price, place and promotion, and how to manage market-driven strategies. Strategic marketing employs a decision making process to examine the key concepts and application of issues in analyzing and selecting strategies. This course equips the student to do critical thinking and analysis.

Cognates (Select 3 subjects)

MMC538M - Public Relations (3 units)

This course provides an introduction to the imperatives in public relations strategy and implementation that confront any enterprise that competes for customer loyalty and market share, solicits the continuing mandate of its owners and constituents, and depends on the goodwill of local communities and the public at large for its continued existence. Multiple stakeholders press varying claims on the enterprise, and cite values and models that may seem alien to that organization's experience or counter to its culture. But global competition and communications have given these claims currency and legitimacy; and organizations must respond coherently, consistently, and with increasing sophistication.

Assigned readings and case studies will illustrate how enterprises develop and convey messages to manage stakeholder expectations around such issues as shareholder value, restructuring and workplace morale, customer satisfaction, environmental protection, corporate philanthropy, and crisis management.

MMC660M - Direct Marketing (3 units)

Direct and interactive marketing is now at the center of marketing communications. The rise of direct marketing is at the expense of traditional advertising. Mass media advertising is on the decline and advertising agencies are restructuring to accommodate a harsher advertising reality. New digital and other high-tech marketing developments are changing how marketers create and communicate customer value. Marketers faced the new challenges brought about by these technologies and thus need to leverage information, communication and distribution to connect customer in the digital age.

At the end of the course, the students would be able to comprehend the theories behind modern and interactive marketing. The students can learn to build on traditional foundation of direct marketing and expand to new media methods to explore the future of direct and interactive marketing.

MMC670M - Events Marketing (3 units)

This subject is designed as an introductory course in event marketing. The students will learn the rudiments of planning and executing events within the marketing setting. The basic concepts in event marketing, its various applications, and its important role in the fulfillment of the marketing communication function. Students will be given a chance to learn via lectures, guest speakers, library research, actual participation in marketing events, planning, and designing their own event projects for a specific target institution or corporate sponsor.

MMC640M - Personal Selling (3 units)

Personal selling is the communication of information to persuade a prospective client to purchase a product, goods, service, or idea that will meet the client's need. This course is designed to equip the students with the techniques of the selling process. It is built to understand the psychology of selling and relationship building. The student would be able to understand the psychology of selling and how to do prospecting and build customer relationships. They will learn how to read and analyze client concerns. At the end of the course, the students should know the elements of a great sales presentation.

MMC590M - Advertising Production (3 units)

The course Advertising Production aims to provide students with the basic visual communication skills necessary in their development into Masters of Marketing Communications. The Basics of Graphic Design, Photography, and Cinematography are discussed before the practical application of concepts are executed, using Adobe Photoshop, Adobe Illustrator, and Adobe Premiere. This course enables the student to apply knowledge of basic design elements, photography, and cinematography in producing effective marketing communication materials. It equips them to create unique signs and symbols which also possess an evaluation of properties of connotation and denotation. They shall learn how to manipulate graphic design and non-linear editing software to produce aesthetically appealing yet effective marketing materials.

MMC610M - Special Topics (3 units)

This will be a seminar type session that discusses relevant developments in the field.

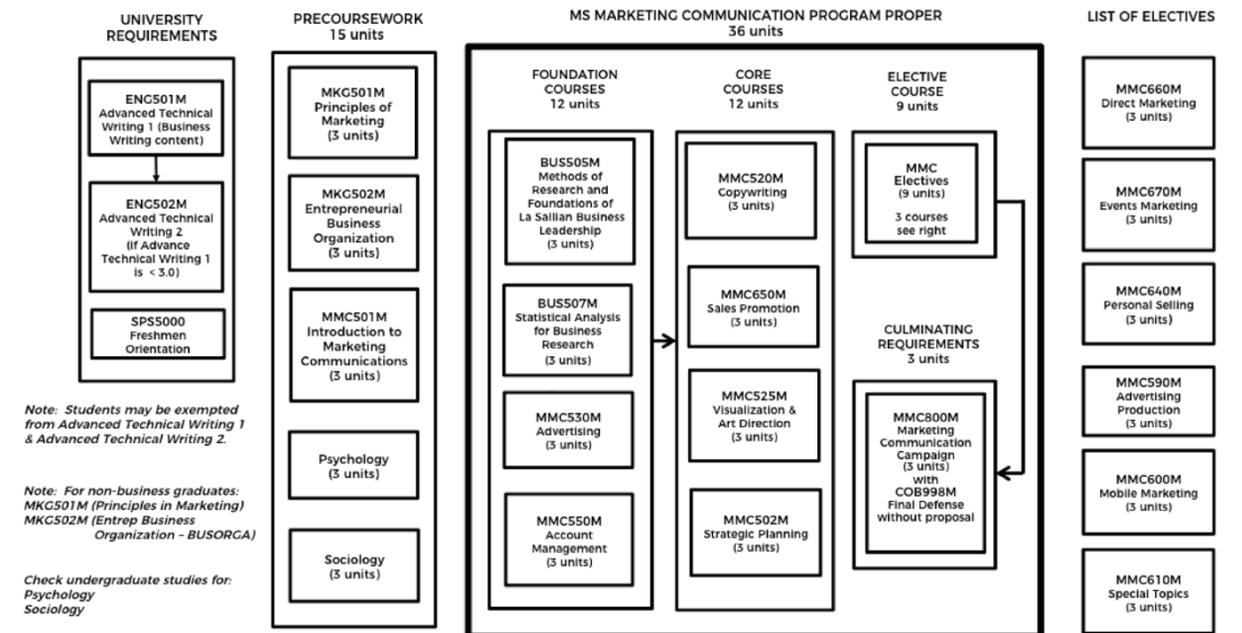
Final Paper

MMC800M - Marketing Communications Campaign (3 units)

A supervised project that directs the mentee to develop a comprehensive marketing communications campaign dealing on a combination of media and the strategies behind it. To be defended before a panel.

Flowchart

MASTER OF MARKETING COMMUNICATIONS (MMC) Implemented since A.Y. 2014 - 2015





MASTER OF SCIENCE IN MARKETING AND DIPLOMA IN MARKETING

Master of Science in Marketing and Diploma in Marketing

The MS and Diploma in Marketing Programs aim to prepare individuals with prior work experience or very satisfactory academic accomplishments for significant management responsibilities in the field of marketing, either in the private or public sector. It can also prepare individuals to join the teaching profession. A broad curriculum provides comprehensive exposure in all aspects of marketing. Students learn and apply theoretical marketing knowledge in a practitioner context, acquiring all of the skills necessary to remain competitive and advanced their careers in the Philippines and internationally.

The MS Marketing Program emphasizes active learning through case studies, "real-world" group, class discussion, and involvement with Philippine businesses.

Admission Requirements

- Admission Exam
- Undergraduate transcript and diploma
- Postgraduate transcript (if applicable)
- Three Character References (excluding relatives)
- Satisfactory interview results

Curriculum

Basic Courses

MKG501M - Principles of Marketing (3 units)

This course covers the Principles and Basic Concepts of Marketing. Primary emphasis is made on the four basic elements of Marketing (the Marketing Mix) - Product, Price, Placement, and Promotion. The concepts as well as its application in Philippine industry and market are discussed.

MKG502M - Entrepreneurial Business Organization (3 units)

This is an introductory course to the theory and practice of business and management to small, medium and large-scale organizations. The objective of the course is to expose students to the theories of management and subsequently apply the four basic management functions of planning, organizing, leading and controlling. The course is aimed at providing an overview of the different business functions of marketing, production, human resource and operations / production management.

MKG503M - Marketing Management (3 units)

This is an introductory course in marketing for MS Marketing students. This course will provide students with the basic framework for marketing management, which includes adopting a marketing philosophy, developing a marketing strategy, designing a marketing mix and planning and implementing marketing programs.

Major Courses

BUS505M – Methods of Research and Foundations of Lasallian Business Leadership (3 units)

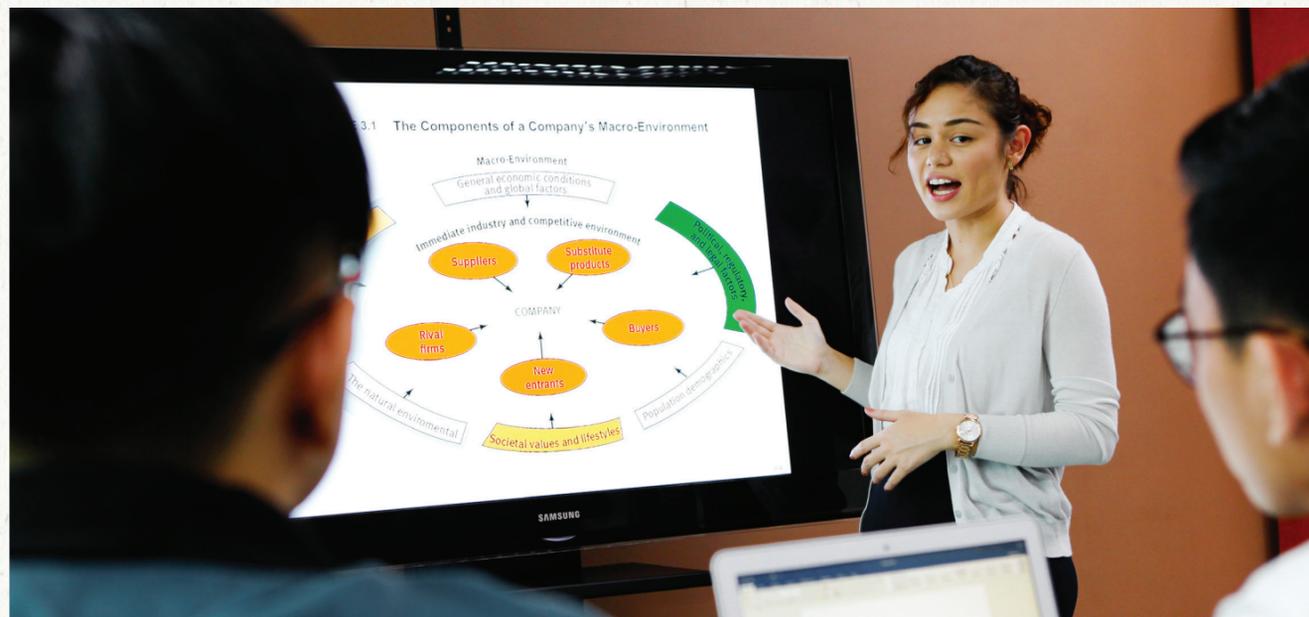
The goal of the RVR COB Graduate Programs is to form Lasallian Business Leaders who will be competent and socially responsible change agents in business organizations and society. In support of this goal, this foundation course aims to develop among management students the knowledge, skills, mindset, and values needed for a responsible and ethical researcher.

The course builds the foundation for business leadership on Catholic Social Teachings and Lasallian Guiding Principles. It also introduces theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues, especially in the conduct of research.

For the technical part, the course covers the basics of business and management research for professionals from sourcing and reviewing literature to identify research gaps, formulating research problems, developing the theoretical framework, planning research design, designing basic measurement instruments, and applying qualitative and quantitative approaches to analyze research findings. Fundamentals of research citations and writing style and the use of research databases are also covered.

BUS507M – Statistical Analysis for Business Research (3 units)

Entrepreneurial Statistics introduces the use of statistical tools and methods in business decision-making and research for micro-, small- and medium enterprises. The course covers basic statistical concepts and methods in descriptive statistics. It also deals with inferential statistics, which is a useful tool in the analysis and interpretation of statistical data by way of statistical inference methods such as interval estimation of parameters and testing statistical hypotheses. The course also includes the use of the computer laboratory for facilitating statistical computation.



MKG613M - Product Management (3 units)

Product Management is the life-blood of a successful business enterprise and to a large extent, a key success factor to the early realization of organizational goals better than rivals. The course includes the key roles of today's product managers, the marketing planning process, industry and competitor analysis, positioning and differentiating, segmenting and targeting, product life cycle applications, portfolio planning, and real life product plan presentations. Cases focusing on successful and unsuccessful products will be analyzed and the term project is a marketing plan for a new product.

MKG504M – Consumer Issues and Behavior (3 units)

Whether an organization is a business or non-business, it exists because there are people who "consume" and an organization that "produces." Yet, in most cases the consumers are taken for granted and it is assumed that their attitudes, needs, and behavior are well understood when they probably aren't. Such organizations eventually suffer and go out of existence when competing organizations take away their customers.

In general, the purpose of the course is to help the student develop a good grasp of the variables that affect consumption and how consumer behavior, in turn, has an impact on the success of marketing-related activities.

MKG621M - Integrated Marketing Communication (3 units)

This is a course that covers the advertising and promotion management process. A specialized understanding of the integrated communication within marketing will be the main theme versus individual efforts in advertising, promotions, public relations, and other forms of non-traditional media. This course will use case studies and the term requirement is an integrated communications plan for a particular product or service company.

MKG692M - Pricing Strategies (3 units)

This course initially surveys some popular pricing practices, explores their pitfalls, and identifies the fallacies they are based on. It then develops a conceptual framework based on economic and psychological foundations for effective, proactive pricing decisions. The course focuses on implementable pricing practices to be used for competitive advantage. It discusses drivers of profit, effects of pricing strategies and changes, pricing patterns among others. To appreciate the concepts, readings are assigned that highlight the concepts and theories. Research and presentations on actual pricing practices are to be undertaken by the class. Students create seminars and invite resource speakers from the industry. They also develop research materials and white papers.

MKG612M - Management of Marketing Channels (3 units)

This course investigates factors influencing the optimal design and management of distribution channels, which take into consideration various distribution systems and inventory control methods. It provides a vehicle that makes possible the passage of title or possession of the product from producer to consumer. In this course, the student is further exposed to various decision-making processes leading to the development of a cost effective distribution plan. While distribution decision models are discussed to some extent as an aid in understanding the course, the primary focus is on stimulated learning and hands-on experience through analysis of marketing channel relationship and discussion of actual distribution models of different companies across industry sectors.

MKG504M - Marketing Strategy and Practice (3 units)

This course aims to introduce the students to key concepts and tools needed to make well-informed and fundamentally sound marketing strategies in a corporate and entrepreneurial business environment.

Cognates

Choices of two from the following:

MKG525M - Applied Marketing Research (3 units)

This course reinforces the principles, methodologies and applications of marketing research. It begins with review of the marketing process and the use of research in the different stages both as strategic and tactical tool. It then focuses on specific marketing research tools such as focus group discussion, usage/attitude/image study, product tests, advertising tests, brand tests, retail audits, price sensitivity, etc. It is geared towards development of a research proposal on a specific marketing problem. Students are expected to conduct a full-blown marketing study, present, and defend the study before a critic panel.

MKG705M - E-Commerce (3 units)

This course enables the student to appreciate and analyze the impact of Electronic Marketing in business and society and assess the future of Electronic Marketing.

MKG707M - Special Topics in Marketing (3 units)

The course provides the students principles of effective teaching in marketing. It will also allow the students to explore a variety of teaching approaches, methods, and techniques.

MKG708M - Industrial and Services Marketing (3 units)

This course focuses on the components of industrial and services marketing, and an exposure to the competitive strategies and marketing activities of industrial and services firm. Each student will take part in individual and group exercises that involve in-depth study of an industrial or services firm, e.g. banks, hotels, equipment manufacturers, raw materials suppliers, airlines, etc. At the end of the course, students should have a better understanding of how the firms differ from consumer companies and how this difference impact on strategic planning.

MKG701M - Total Customer Management (3 units)

This course looks into customer relationship management and building customer loyalty as a competitive advantage. This course emphasizes superior customer value as the single most important determinant of organizational success. Customer-focused management requires the integration of customer-driven marketing approaches. The course discusses this new trend in marketing and focuses on the different customer relationship aspects, e.g. attracting new customers, customer retention, and customer loyalty. Students analyze companies across different industries in their practice of total customer management. Students conduct actual customer service audit of these firms by actually becoming or pretending to be customers of these establishments. Part of the course requirement is a customer relationship management diary where students narrate their experiences.

MKG622M - Public Relations Management (3 units)

This course provides an introduction to the imperatives in public relations strategy and implementation that confront any enterprise that competes for customer loyalty and market share, solicits the continuing mandate of its owners and constituents, and depends on the goodwill of local communities and the public-at-large for its continued existence.

Multiple stakeholders press varying claims on the enterprise, and cite values and models that may seem alien to that organization's experience or counter to its culture. But global competition and communications have given these claims currency and legitimacy, and organizations must respond coherently, consistently, and with increasing sophistication.

Assigned readings and case studies will illustrate how enterprises develop and convey messages to manage stakeholder expectations around such issues as shareholder value, restructuring and workplace morale, customer satisfaction, environmental protection, corporate philanthropy and crisis management. Through exercises involving the study of organizations in the private and public sectors, students will acquire an understanding of core concepts and principles, and skills in the development of a communication plan for a selected entity around a stakeholder issue.

MKG633M - Sales and Sales Force Management (3 units)

The course is designed to teach students how to formulate, implement, and evaluate a sales program. The focus of the course is on the management of a sales program and salespeople. Personal selling is integrated into the syllabus. The subjects in the course are taught in the context of Filipino values and Philippine business environment.

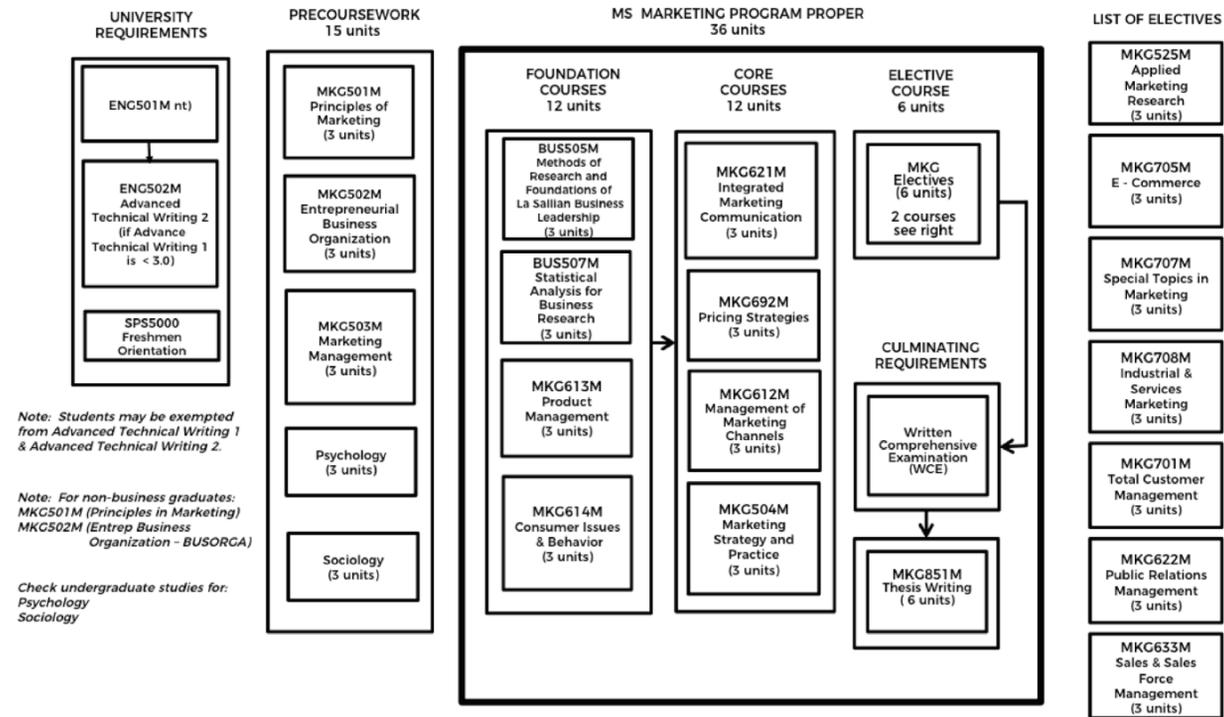
Final Requirements for Completion

Written Comprehensive Examinations and Thesis/Marketing Research Projects 6 units

Total units required
42 units

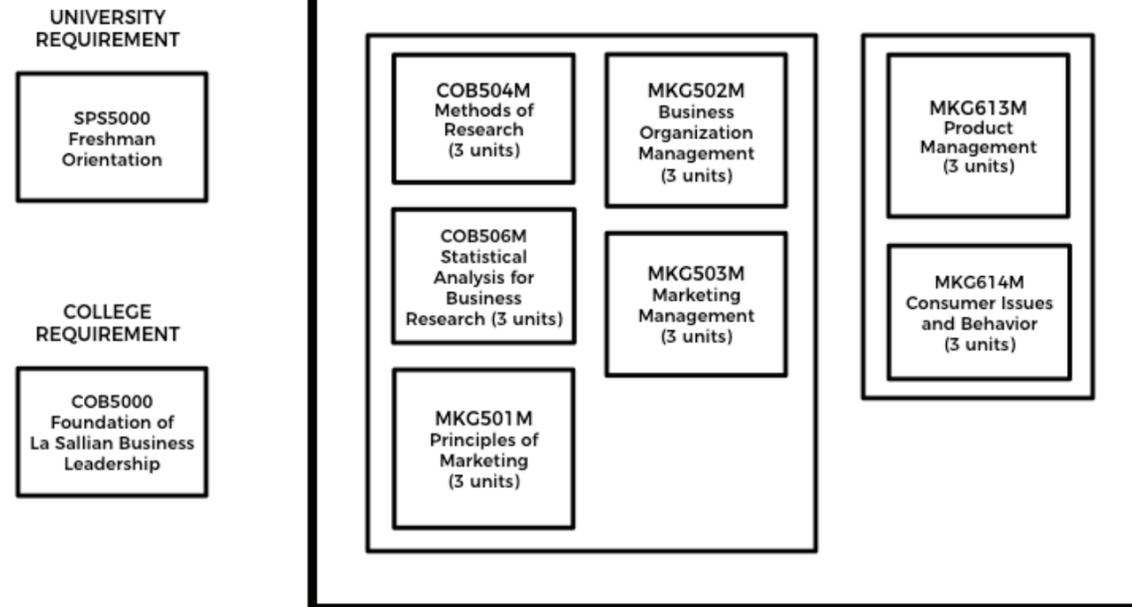
Flowchart

MASTER OF SCIENCE IN MARKETING (MSM) Implemented since A.Y. 2014 - 2015



DIPLOMA IN MARKETING AY 2017-2018

DIP - MKT = 21 UNITS





POST-GRADUATE DIPLOMA IN MANAGEMENT

Post-Graduate Diploma Program in Management

The Post-Graduate Diploma Program in Management is designed for young professionals who are seeking management careers in business and industry. The learner-centered program prepares participants who want to earn a master's degree in management, business and related fields. It is IT-driven, with online learning support, and focuses on management principles, utilization of management problem solving and decision-making tools, and acquisition of skills.

Vision

To be a world-class graduate school of management inspired by Lasallian values and working with society to make a difference in people's lives.

Mission

To develop outstanding professionals and entrepreneurs who exemplify humanistic value and are socially responsible stewards and change agents.

Admission Requirements

An applicant must have:

- A bachelor's degree from a government recognized institution
- Satisfactory admission test scores
- Satisfactory interview and essay results
- At least one year of relevant work experience

List of Requirements

For Local Applicants

1. Application Form with 2"x2" picture.
2. Original copy of Transcript of Records
3. Original Copy of NSO Birth Certificate
4. Transfer Credential (for non-DLSU graduate)
5. Two (2) Letters of recommendation (downloadable at DLSU website)
6. Updated Curriculum Vitae/Resume
7. Personal Statement containing Academic and Career Objectives
8. Two (2) pieces of 2"x 2" picture for testing permit
9. Certificate of good moral character from previous school/employer at least six months from date of issuance
10. Photocopy of research output (for Ph.D. applicants only)

For International Applicants

Application form with 2"x 2" picture (downloadable at DLSU website)
Photocopy of passport
Two (2) copies of Transcript of Records (Authenticated and Original copy)
Certificate of Graduation (with degree title and date of graduation)
Two (2) copies of Certificate of No Criminal Record (Authenticated and photocopy)
Two (2) Letters of Recommendation (form downloadable at DLSU website)
Curriculum Vitae or Resume
Personal Statement (format can be viewed from the DLSU website)
Photocopy of Research output (For PhD applicants only)
Two (2) pieces 2"x2" recent picture for testing permit

Program Structure Courses

Business Communication (3 units)

Business Communication covers the essentials for developing effective writing and oral presentation skills on the job. The framework used in this course encompasses basic principles that serve as a guide in the development and delivery of written and oral communication in business settings.

Management Principles (3 units)

This is a course on the principles and dynamics of management. It introduces fundamentals in management study as they apply within the contemporary work environment. The content centers on the management functions of planning, organizing, leading, and controlling with discussions under both mainstream and multi-stream approaches, and also touches on ethics, social responsibility, and sustainability. In line with the goal of MOD to "develop competent, humanistic, nationalistic, and socially responsible business leaders, professionals and entrepreneurs that serve as change agents in society," the course emphasizes the role of managers in value creation in their respective organizations and the organization's stakeholders.

Business Law (3 units)

The goal of the MBA Program is to form Lasallian business leaders who will be competent, humanistic, nationalistic, and socially responsible change agents in business organizations and society. In support of this goal, Business Law aims to properly orient the students with the fundamental laws that govern commercial transactions. The various laws are discussed along the corporate evolution of transactions from business formation, organization, and operations. It is to provide the business students with the basic legal framework that they need as a frame of reference in evolving corporate policies and direction.

The Course will enable business managers to intelligently interface with their corporate counsel in the resolution of critical business decisions affected by or affecting the legal environment of the firm. The Course starts with the relevant provisions of the Constitution and proceeds to relate the business process flow to the specific laws that govern said process.

The course likewise aims to build the foundation for business leadership on Lasallian Guiding Principles. It will also introduce theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues.

Financial Accounting (3 units)

The course introduces basic accounting principles and concepts used by business entities, as well as the accounting cycle, the nature of financial statements, the treatment and control of liquid and long-lived assets, the tools of financial analysis through ratios and funds flow statements, and understand consolidated financial statements.

Business Economics (3 units)

Business Economics provides a broad overview of the economics of organization and business decision-making. The goal of this course is for you to develop the skills necessary to make optimal managerial decisions given different situations, environments, and information sets by applying microeconomic theory, which involves analytical work. It applies economic theory and methodology to business problems. Topics include demand analysis, determination of cost, pricing and profitability. Marketing and sales forecasting techniques are also introduced briefly.

Lasallian Business Leadership, Ethics, and CSR (3 units)

The course examines the challenges of social responsibility in meeting the needs and interests of all stakeholders in a way that balances social, environmental, and economic resources and impacts and investigates avenues for reshaping a business to operate responsibly and profitably within a multiple bottom line, and thus contribute toward global sustainability. The course builds the foundation for business leadership on Catholic Social Teachings and Lasallian Guiding Principles. It also introduces theoretical concepts and an ethical decision framework that could be used to come up with solutions to ethical and moral issues.

Management Action Research (3 units)

This course trains the students on the fundamentals of action research as they will implement it as managers (or managers-to-be) within their organizations.

The course will help students to develop as reflective management practitioners by learning the fundamentals of insider action research which aims at both taking action and creating knowledge about that action through a cyclical process of consciously and deliberately (1) planning, (2) taking action, and (3) evaluating and reflecting upon the action, leading to further planning, all in a collaborative manner.

The process will involve the students describing their practice-based reality, reflecting upon it, analyzing that reality and, through research and study of theory, devising an action plan that is applied. In this way, practice becomes a dynamic process in which reflection and practice interact to produce change.

As a course requirement, students will plan an action research project which they will implement partly within the course and, thereafter, during the rest of their MBA studies, as they learn frameworks and theories in their courses, and present this as a culminating requirement for graduation.

Quantitative Methods for Decision Making (3 units)

Quantitative Methods for Decision Making is a course on the use of basic statistical and management science techniques in solving management decision problems and is meant to assist students in acquiring a special competence in the scientific approach to solving management problems.

Management Accounting (3 units)

The subject Management Accounting and Control is a core course for MBA Program and the goal is to form Lasallian Business Leaders who will be competent, humanistic, nationalistic, and socially responsible change agents in business organizations and society. In support of this goal, this course examines the application of appropriate management accounting techniques and concepts in processing relevant accounting information and projected economic data of an entity to assist management in setting up reasonable economic objectives and in making rational decisions, performance evaluation, and control towards the attainment of these objectives.

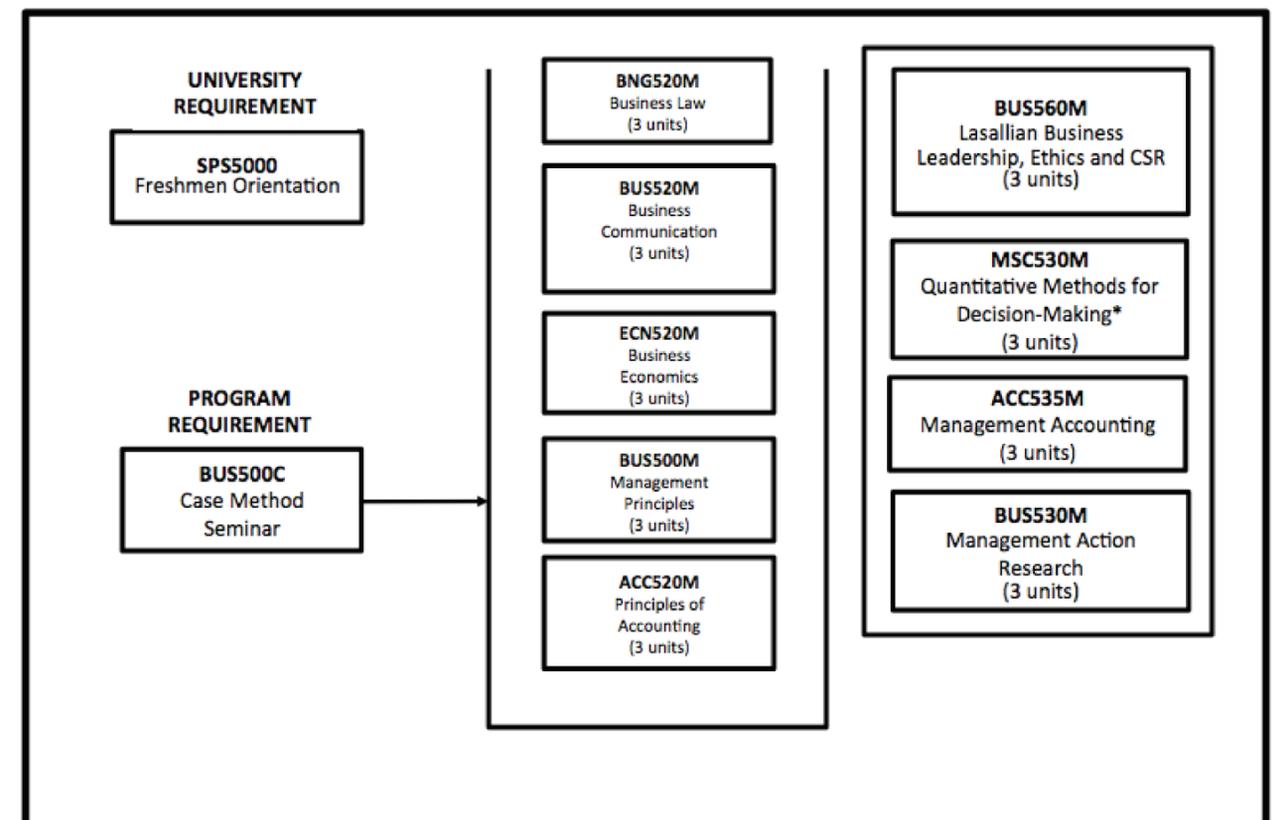
Total of 27 units



Flowchart

POST GRADUATE DIPLOMA IN MANAGEMENT CURRICULUM Implemented since A.Y. 2013 - 2014

PGDM = 27 units



FACULTY AND ADMINISTRATORS

Faculty and Administrators

Faculty

Faculty members teaching in the MBA and DBA programs come from the different academic departments of the Ramon V. Del Rosario College of Business (RVR COB), all of whom have earned at least a master's degree in their respective fields of specialization. Subjects are assigned to individuals who are experts in their field. For example, accounting is taught by faculty members from the Accountancy Department (ACC), economics is taught by the faculty of the School of Economics (SOE), financial management is taught by faculty from the Financial Management Department (FMD), marketing management is taught by faculty from the Marketing Management Department (MKT), while management principles, human resource management, and strategic management are taught by faculty from the Management and Organization Department (MOD).

Faculty members teaching in the graduate programs include a good mix of doctoral degree holders and master's degree holders with extensive professional experience. During the 3rd trimester of AY 2013-2014, a total of 38 faculty members taught in either the MBA or the DBA program, or both. Of these, 18 or 47% have doctoral degrees. Among the 7 full-timers, three or 40% have doctorates, while the others were in various stages of completing their doctoral studies. Among the 28 part-timers, eleven or 39.0% have doctorates.

Most of the full-time faculty members have a track record in research, publication, and training and consultancy, some of whom have received national and international awards and recognition for their work. Many of the part-time faculty members, on the other hand, are industry practitioners who bring into the classroom years of work experience that allow them to effectively link theory and practice. Both full-time and part-time faculty members also serve as facilitators in the continuing education programs offered by the Center for Professional Development in Business (CPDB) of the RVR COB to corporations and government agencies.



Accountancy Department

Full-time Faculty

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|  | <p>Ms. Michelle A. Ang Ms. Ang is a Teaching Associate at the Accountancy Department. She earned her MBA from DLSU in 2014. She started her career in DLSU as part-time faculty and was transferred to Risk Management, Compliance, and Audit office where she is formerly Director. She teaches Financial Management for Accounting Majors in the undergraduate program.</p> |
|  | <p>Mr. Mark Vincent B. Bendo Mr. Bendo is an Assistant Professor at the Accountancy Department. He earned his MBA with specialization in Financial Advance Accounting and Auditing from Philippine Christian University. He teaches Financial Accounting Reporting 3 and Advanced Topics in Financial Accounting - Part 1 in the undergraduate program.</p> |
|  | <p>Dr. Cynthia P. Cudia Dr. Cudia is an Associate Professor and Chair at the Accountancy Department. She earned her PhD in Economics with specialization in Managerial Accounting from De La Salle University. Dr. Cudia teaches Business Management & Governance and Empirical Research in Accounting in MSA program.</p> |
|  | <p>Mr. Aeson Luiz C. Dela Cruz Mr. Dela Cruz is an Assistant Professor and Vice Chair at the Accountancy Department. He earned his MS in Accountancy with specialization in Financial Accounting and Basic Accounting from De La Salle University. He teaches Introductory Accounting-Part 1 and Auditing Problems 1 and 2 in the undergraduate program.</p> |
|  | <p>Dr. Rodiel C. Ferrer Dr. Ferrer is a Full Professor under the Accountancy Department. He is also a Director of Center for Professional Development in Business (CPDB). He earned his Doctor of Business Administration from the Polytechnic University of the Philippines. Ferrer's research interests cover financial management, accounting, and business management. Dr. Ferrer teaches Empirical Research in the MSA program.</p> |
|  | <p>Mr. Perry Carl A. Lim Mr. Lim is an Assistant Professional Lecturer at the Accountancy Department. He is currently taking his MS in Accountancy at De La Salle University. Mr. Lim teaches Advanced Topics in Financial Accounting-Part 2 and Financial Management for Accounting Majors-Part 1 in the undergraduate program.</p> |

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|  | <p>Dr. Marivic V. Manalo Dr. Manalo is an Associate Professor under the Accountancy Department. She earned her DBA at DLSU. Manalo's articles were published by the DLSU Business and Economics Review, Journal of Modern Accounting and Auditing, and Journal of International Business Research. Dr. Manalo teaches Principles of Accounting and Management Accounting in the MBA program.</p> |
|  | <p>Mr. Alloysius Joshua S. Paril Mr. Paril is an Assistant Professor and Graduate Program Coordinator at the Accountancy Department. He earned his MS in Accountancy with specialization in Financial Accounting at DLSU. He teaches Introductory Accounting-Part 3 and Audit Practicum in the undergraduate program.</p> |
|  | <p>Ms. Joy S. Rabo Ms. Rabo is an Assistant Professor at the Accountancy Department. She earned her MBA with specialization in Managerial Accounting at De La Salle University. She teaches Research Method in the undergraduate program.</p> |
|  | <p>Ms. Herminigilda E. Salendrez Ms. Salendrez is an Assistant Professor at the Accountancy Department. She earned her MBA at the Philippine School of Business Administration. She teaches Financial Accounting and Reporting 2 and 4 in the undergraduate program.</p> |
|  | <p>Mr. Alger C. Tang Mr. Tang is an Assistant Professor at the Accountancy Department. He earned his MS in Accountancy with specialization in Financial Advance Accounting and Auditing at De La Salle University. He teaches Advanced Topics in Financial Accounting-Part 2 and Introductory Accounting-Part 2 in the undergraduate program.</p> |
|  | <p>Mr. Jerwin B. Tubay Mr. Tubay is an Assistant Professor at the Accountancy Department. He teaches Introductory Accounting-Part 3 and Audit Practicum in the undergraduate program.</p> |

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|  | <p>Mr. Florenz C. Tugas Mr. Tugas is an Assistant Professor at the Accountancy Department. He earned his MBA with specialization in Information Technology Audit, Auditing, and Assurance and Basic Accounting at De La Salle University. Mr. Tugas teaches Accounting for Information Technology and Methods of Research in MSA program.</p> |
|  | <p>Dr. Arnel Onesimo O. Uy Dr. Arnel Onesimo a Full Professor at the Accountancy Department. He is also a Certified Management Accountant (Australia), Certified Financial Consultant (USA/Canada), and a Certified Public Accountant. He chairs the CHED Technical Committee on Accountancy Education and teaches Accounting Research Seminar, Management Accounting, and Empirical Research in Accounting in MBA, MSA, and PhD Bus programs.</p> |

Part-time Faculty

ANCLA, VAN JAPETH

Master of Business Administration
De La Salle University

He teaches Management Accounting and Problems in Financial Reporting in MSA and MBA programs

AVILA, VIRGILIO C.

Master of Business Administration
De La Salle University

He teaches Management Accounting and Principles of Accounting in the MBA program.

BALURAN, FE VIOLETA G.

Master of Business Administration
Pamantasan ng Lungsod ng Maynila

She teaches Principles of Accounting in MBA program

BALTAZAR, WILFREDO A.

Master of Business Administration
Pamantasan ng Lungsod ng Maynila

She teaches Principles of Accounting in the MBA program.

CLERIGO, CARMELITA

DBA candidate

Master of Business Administration
De La Salle University

Management Accounting, Principles of Accounting and Finance Management, and Entrepreneurial Accounting and Information Systems in MSENT and MBA programs.

CONCEPCION, HEINDRITZ

Master of Business Administration
De La Salle University

He teaches Management of Accounting in MSA and MBA programs.

CRUZ, JOSE LAURO B.

Master of Business Administration
National College of Business and Arts

He teaches Management Accounting and Business Management and Governance in MBA and MSA programs.

ESCARTIN, AARON C.

Master of Business Administration
De La Salle University

He teaches Financial Analysis, Principles of Accounting, Problems in Financial Reporting, Management Accounting, and Accounting for Financial Instrument in MSA and MBA programs.

GONZALES, NINO

He teaches Advertising, Copywriting, Account Management, and Principles of Marketing in MMC and MSM programs.

OCHO, ALLAN W.

Master of Business Administration
Asian Institute of Management

He teaches Accounting for Information Technology in MSA program

Commercial Law Department

Full-time Faculty

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|  | <p>Atty. Hilario C. Caraan, PhD Atty. Hilario S. Caraan is Associate Professor at the Commercial Law Department and Associate Dean of RVR-COB. He earned his PhD in Public Administration from the University of the Philippines (2010). He passed the Bar Exam in 1992. He is a member of the Phi Kappa Phi and Pi Gamma Mu International Honor Societies. He teaches Basic Legal Research and Documentation in the undergraduate program.</p> |
|  | <p>Atty. Christopher E. Cruz Atty. Christopher E. Cruz is currently the University Legal Counsel, Director of the DLSU Intellectual Property Office, and Manager of the Innovation and Technology Support Office. He is a faculty of the Commercial Law Department, where he teaches intellectual property law, commercial law, and Business Creativity. He has been a member of the Corporate Governance team of the RVR-College of Business of DLSU since 2012. Atty. Cruz obtained his Master in Philosophical Research degree in DLSU. He is currently completing his PhD studies in DLSU.</p> |
|  | <p>Atty. Jocelyn P. Cruz, PhD Dr. Jocelyn P. Cruz earned her Bachelors of Laws at University of Sto. Tomas. She passed the Bar in 1991. She took up Master of Laws at Pamantasan ng Lungsod ng Maynila and Doctor of Educational Management at De La Salle University. Her areas of legal expertise and practice include Educational Law, Commercial Laws, and Human Resource Law. She is the Chair of the Commercial Law Department. She teaches Dispute Settlement and Pre-employment and Human Resources Development Program in the MSIRM program.</p> |
|  | <p>Atty. James Keith C. Heffron Atty. Heffron took his Legal Management degree at De La Salle University and his Juris Doctor degree at Ateneo de Manila School of Law. He is a member of the Integrated Bar of the Philippines and his areas of legal expertise and practice include litigation and trial work, Commercial and Banking Law, Criminal Law, Civil Law, and Commercial and Corporate Arbitration. He teaches Commercial Law, Contracts and Business Law, and Torts Law.</p> |
|  | <p>Atty. Antonio A. Ligon Atty. Ligon is an Assistant Professor at the Commercial Law Department and the Director of the Office of Personnel at DLSU. He finished his postgraduate Bachelor of Laws degree at Ateneo De Manila University. His areas of specialization are Business Law, Taxation, Corporate Governance, Estate, and Intellectual Property Rights. Atty. Ligon teaches Theories on Industrial Relations, Conditions of Employment, and Wage Administration and Dispute Settlements in the MSIRM program and Business Law in MBA program.</p> |
|  | <p>Atty. Jose V. Mejia Atty. Mejia is an Assistant Professor at the Commercial Law Department. He finished his Bachelor of Laws degree at Ateneo de Manila University. He teaches in the undergraduate program.</p> |



Dr. Emily S. Salcedo

Dr. Salcedo earned her degrees in law from the Ateneo de Manila University (Juris Doctor), San Beda Graduate School of Law (Master of Laws), and Indiana University Maurer School of Law (Doctor of Juridical Science). Dr. Salcedo is a member of the Philippine Bar and the New York State Bar. Her work on women's rights has earned her a Fulbright scholarship, a fellowship from the Delta Kappa Gamma Society International, and an international fellowship from the American Association of University Women. Dr. Emily teaches Law on Business Organizations and Partnerships and Corporations.



Atty. Jan Raphael R. Salud

Atty. Salud is an Assistant Professor and Vice Chair and Graduate Program Coordinator at the Commercial Law Department. He took his Bachelor of Laws in San Beda. He teaches Partnership Corporation and Obligation in Contract in the undergraduate program.

Part-time Faculty

AGUAS, JOSEPH JOHN GERALD

Juris Doctor
Ateneo de Manila University

He teaches Pre-employment and Human Resources Development Program, Current Trends and Practices in IRM, Management of Labor Unions and Collective Bargaining, and Labor Economics in the MSIRM program.

AZUCENA, MICHAEL DAVID B.

Juris Doctor
University of the Philippines-Diliman

He teaches Theories on Industrial Relations in the MSIRM program.

BALMES, ERICKSON H.

Bachelor of Laws
Arellano University

He teaches International Labor Laws and Pre-employment and Human Resources Development Program in the MSIRM program.

BETITA, RENE

Bachelor of Laws
University of the Philippines-Diliman

He teaches Employee Benefit Plan Design and Financing in the MRIM program.

DE JESUS, ANDRE R.

Juris Doctor
Ateneo de Manila

He teaches Health, Safety, and Welfare Benefits and Post Employment in the MSIRM program

JO, ARVIN A.

Juris Doctor
Ateneo de Manila University

He teaches Conditions of Employment and Wage Administration in the MSIRM program.

MALAGAR, LEO

Master of Laws
University College London

Executive MBA
Asian Institute of Management

He teaches Health, Safety, and Welfare Benefits and Post Employment in the MSIRM program and Business Law in the MBA program.

MANAHAN, ELSON

Juris Doctor
University of the Philippines-Diliman

He teaches Conditions of Employment and Wage Administration in the MSIRM program.

NETHERCOTT, RICHARD

Juris Doctor
Ateneo De Manila School of Law

He teaches Theories on Industrial Relations and Conditions of Employment and Wage Administration in the MSIRM program.

PADAEN, LILY ANN M.

Bachelor of Law
University of the Philippines

Master in Business Administration
Ateneo Graduate School of Business

PhD in Creative Writing
University of the Philippines

She teaches Current Trends and Practices in IRM, Health, Safety and Welfare Benefits, and Post Employment and Theories on Industrial Relations in the MSIRM program and Business Law in the MBA program.

QUAN, RYAN JEREMIAH D.

LLM
University of Notre Dame Du Lac, Indiana Law School

Juris Doctor
Ateneo De Manila School of Law

He teaches Health, Safety, and Welfare Benefits and Pre-employment and Human Resources Development Program in the MSIRM program.

SAMSON, ANNA RHEA

Juris Doctor
Ateneo de Manila University

She teaches Labor Unions and Collective Bargaining Agreements and Labor Economics in the MSIRM program.

SY, BARTON W.

PhD in Business candidate

MS in Industrial Relations Management
De La Salle University

He teaches Pre-employment and Human Resources Development Program and International Labor Laws in the MSIRM Program.



Decision Sciences and Innovation Department

Full-time Faculty

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|  | <p>Ms. Racquel U. Cruz</p> <p>Ms. Cruz is a Teaching Associate under the Decision Sciences and Innovation Department. She earned her MBA at Philippine Christian University. She teaches Basic Research and Methodology for MGT students, Practical Research 1, and Business Analytics in the undergraduate program.</p> |
|  | <p>Mr. Danilo Lorenzo S. Delos Santos</p> <p>Mr. Delos Santos is an Assistant Professional Lecturer under the Decision Sciences and Innovation Department. He earned his MBA at De La Salle University. He teaches Entrepreneurship, Operations Management, and Project Management in the undergraduate program.</p> |
|  | <p>Mr. Raymund L. Dimaranan</p> <p>Mr. Dimaranan is an Assistant Professor under the Decision Sciences and Innovation Department. He earned his Master of Education major in Mathematics at the University of the Philippines. He teaches Management Information Systems for Business Management students, Computer Application 2 for Business Management, and MIS-IBS in the undergraduate program.</p> |
|  | <p>Ms. Ma. Theresa Concepcion A. Gerial</p> <p>Ms. Gerial is a Teaching Associate under the Decision Sciences and Innovation Department. She earned her MBA at Saint Francis of Assisi College. She teaches Computer Application 1 for Business Management in the undergraduate program; Entrepreneurship and Practical Research for SHS.</p> |
|  | <p>Dr. Brian C. Gozun</p> <p>Dr. Gozun is a Full Professor under the Decision Sciences and Innovation Department and Dean of the Ramon V. del Rosario College of Business. He obtained his PhD in Social Systems Analysis with specialization in Operations Research at the National Graduate for Policy Studies in Tokyo. Gozun's research include operations management and management science. He teaches Statistics for Management Research in DBA and PhD Bus programs and Statistical Analysis for Business Research in the MSA, MSFE, MSCF, and MRIM programs.</p> |
|  | <p>Mr. Junnell E. Guia</p> <p>Mr. Guia is an Assistant Professor and Graduate Program Coordinator of MS Entrepreneurship under the Decision Sciences and Innovation Department. He teaches Critical Problem Solving 2, Business Research, Management Science, Business Analysis, and Entrepreneurship in the undergraduate program. His research interests include social entrepreneurship, corporate social responsibility, entrepreneurship, and financial literacy. He earned his MBA at Jose Rizal University. He is pursuing his DBA at DLSU.</p> |

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|  | <p>Mr. Harvey T. Ong</p> <p>Mr. Ong is an Associate Professor and Chair for the Decision Sciences and Innovation Department. He earned his MBA at DLSU. He teaches Project Management, Management Information System, and Events Management in the undergraduate program.</p> |
|  | <p>Mr. Roderick D. Pangindian</p> <p>Mr. Pangindian is a Lecturer under the Decision Sciences and Innovation Department. He earned his MBA at DLSU. He teaches Business Plan Writing 2, Project Management for MGT students and Practical Research 1 in the undergraduate program.</p> |
|  | <p>Dr. Emilina D. Sarreal</p> <p>Dr. Sarreal is an Associate Professor under the Decision Sciences and Innovation Department. She is the Associate Dean for the Research and Graduate Studies of the Ramon V. del Rosario College of Business. She earned her DBA at DLSU. Her articles had been published in the DLSU Business and Economics Review. She teaches Business Research Methods, Advanced Operations Management with Management Science Modelling, and Advanced Research Methods in the PhD Business program.</p> |
|  | <p>Dr. Aida L. Velasco</p> <p>Dr. Velasco is a Distinguished Professor at the Decision Sciences and Innovation Department. She teaches in the MSENT and PhD Bus programs. Her specializations are Entrepreneurship, Ergonomics and Product Design, Financial Management, Total Quality Management, Technology and Innovation Management, Supply Chain Management, and Sustainable Business. She earned her DBA and MBA at DLSU. She completed post-doctoral studies on innovation and technology management at the University of Sussex, England.</p> |
|  | <p>Mr. Junius W. Yu</p> <p>Mr. Yu is a Teaching Associate and Vice Chair of the Decision Sciences and Innovation Department. He graduated from the Australian National University with an MBA in 2004. He wrote the book titled "Legend of the 9" and currently taking PhD studies in DLSU. His research focuses are geared towards creativity management and creative industries. Mr. Yu teaches Critical Problem Solving 1 and Global Business for MGT students in the undergraduate program.</p> |

Part-time Faculty

BERINO, DENNIS L.

Doctor of Business Administration
De La Salle University

He teaches Quantitative Methods for Decision Making in the MBA program.

CORDOBA, ENRICO L.

Master of Business Administration
Ateneo de Manila University

He teaches Management Science and Organizations Management and Quantitative Methods for Decision Making in the MBA program.

CUASON, WILLY L.

Master of Business Administration
University of Wales

He teaches Operations Management, Entrepreneurship and Total Quality Management in the MBA and MSENT programs.

DEOCARES, TEODORO C.

Master of Science in International Logistics and Supply Chain Management
University of Glamorgan

He teaches Operations Management and Supply Chain and Logistics in the MBA program.

GANOTICE, RAYMUND L.

Master of Technology Management
University of the Philippines-Diliman

He teaches Information Management and Entrepreneurial E-Commerce in the MSENT and MBA programs.

LACTAO, JUAN CARLOS R.

Master of Business Administration
Ateneo de Manila University

He teaches E-Commerce Trend, Entrepreneurial and Sales Management in the MSENT program.

MARTINEZ, ENRIQUE

Master of Business Administration
Asian Institute of Management

He teaches Business Analytics in the MBA program.

MENDOZA, LUTGARDO

Master of Economics
University of Asia and the Pacific

He teaches Operations Management in the MBA program.

PADERNA, RAYMOND D.

Master of Business Administration in International Management
European University

He teaches Entrepreneurship Trends and Entrepreneurial Human Resource and Strategy in the MSENT program.

QUIJANO, ALLAN P.

Master of Business Administration
Asian Institute of Management

He teaches Managing Profitability and Enterprise Performance, Operations Management, Project Management, and Entrepreneurial Finance in the MBA and MSENT programs

ROXAS, JEFFREY

Master of Business Administration and Master of Computer Science
De La Salle University

He teaches Information Management in the MBA program.

SIAO, SALIE ANN F.

Master of Business Administration
De La Salle University

She teaches Entrepreneurial Theory and Organizational Behavior in the MSENT program.

SALONGA, EDWIN

Master of Public Administration
University of the Philippines-Diliman

He teaches Social Enterprise Development, Entrep. Dynamics, and Organizations Behavior, and Entrep. Marketing in the MSENT program.

SINGSON QUE, RICSON

Master of Business Administration
De La Salle University

He teaches Information Management in the MBA program.

Financial Management Department

Full-time Faculty



Ms. Marycris O. Albao

Ms. Albao earned her MBA at Notre Dame of Dadiangas University, General Santos. She is a Certified Investment Solicitor and Accredited Investment Teacher of the Capital Market of the Philippines. She teaches Basic Financial Management 2, Monetary Policy and Central Banking in the undergraduate program.



Mr. Ray Anthony L. Almonares

Mr. Almonares is an Assistant Professor under Financial Management Department. He earned his MS in Finance at University of the Philippines-Diliman. He teaches Analysis of Equity Securities and Markets and Applied Regression and Time Series Analysis for Financial Research in the undergraduate program.



Ms. Ma. Fluellen F. Bautista

Ms. Bautista received her MBA at the University of Santo Tomas in 2012. She teaches Credit Management and Business Communication for Finance Majors in the undergraduate level.



Mr. Dioscoro P. Baylon Jr.

Mr. Baylon is the OIC-Graduate Program Coordinator of the Financial Management Department. He earned his Master of Computational Finance, MBA, and finishing his DBA at DLSU. He teaches Statistical Analysis for Business Research in MSA, MSFE, MSCF, and MRIM programs.



Dr. Patrick D. Caoile

Dr. Caoile is an Assistant Professor at the Financial Management Department. He teaches Calculus in Finance and Financial Economics in the MSFE program.



Mr. Tyrone Panzer L. Chan Pao

Mr. Chan Pao is an Assistant Professor and Graduate Program Coordinator of the Financial Management Department. He earned his MBA in Ming Chuan University and is currently enrolled in PhD studies at DLSU. He teaches Basic Management 1, Intermediate Micro- and Macroeconomics, Applied Regression and Time Series Analysis for Financial Research, and Computer Applications 1 & 2 in the undergraduate program.

**Mr. Edralin C. Lim**

Mr. Lim is an Assistant Professor and Vice Chair of the Financial Management Department. He earned his MBA at DLSU. He teaches Basic Management 1 and Computer Applications 1 & 2 in the undergraduate program.

**Dr. Junette A. Perez**

Dr. Perez is an Associate Professor at the Financial Management Department. She is a CPA with a master's degree in Business Management from the Asian Institute of Management. She earned her DBA at DLSU. Her research interests include ethics in finance, access to finance, and youth entrepreneurship. She teaches Development of Financial Theories & Contemporary Issues, Methods of Research, Foundation of Lasallian Business Leadership, and Development of Financial Theories and Contemporary Issues in MSFE.

**Dr. Liberty S. Patiu**

Dr. Patiu is an Associate Professor and Chair of the Financial Management Department. She teaches Basic Financial Management 1 & 2, Treasury Management and Operations, and Financial Research 1 - Thesis Proposal in the undergraduate level.

Part-time Faculty**ALMONTE, CATHERINE KALAYAAN S.**

Master of Business Administration
De La Salle University

She teaches Development of Financial Theories and Contemporary Issues in MSFE.

BALA, ANGELITO A.

Master of Business Administration /
MS in Applied Mathematics
University of the Philippines-Diliman

He teaches Actuarial in MRIM and Calculus for Finance in MSFE.

BAUTISTA, ILDEMAR C.

Master of Science in Computational Finance
De La Salle University

He teaches Trading Software Programming, Portfolio Management, Advanced Financial Management, and Investment Analysis in MSCF and MBA.

BAUTISTA, MARI TONI

Applied Mathematics
Ateneo de Manila University

She teaches Derivatives and Options Pricing and Treasury Operations in MSFE.

BENITO, PATRICIA SALVACION P.

Master of Business Administration
University of the Philippines-Diliman

She teaches Development of Financial Theories and Contemporary Issues and Portfolio Management and Strategy in MSFE.

BUENDIA, JULIUS

Master of Business Administration
De La Salle University

He teaches Treasury Operations and Financial Controllership in MSFE and MBA.

CANLAS, CHRISTIAN ROBERT C.

Master of Applied Mathematics
major in Mathematical Finance
Ateneo de Manila University

He teaches Corporate Treasury, Derivatives and Options Pricing, and Mathematics of Finance in MSFE.

DATU, NIÑO

Master of Risk and Insurance Management
De La Salle University

He teaches International Insurance and Reinsurance in MRIM.

ELEAZAR, VIVIAN Y.

Master of Business Administration
University of the Philippines-Diliman

She teaches Development of Financial Theories & Contemporary Issues and Corporate Finance and Strategic Management in MSFE and MRIM.

GINETE, DEXTER

PhD - Development Studies
Ateneo de Zamboanga

He teaches Development of Financial Theories and Contemporary Issues in MSFE.

GUERZON, ESTER P.

Master of Business Administration
Ateneo de Manila University

She teaches International Insurance and Reinsurance and Enterprise Risk Management in MRIM.

LAGUA, BENEL

Master of Public Administration /
Master of Business Management Harvard University /
Asian Institute of Management

He teaches Financial Management in MBA.

LACSON, JOSE MARI

MS in Computational Finance
De La Salle University

He teaches Securities and Valuation Research, Time Series Analysis, and Securities Research in MSCF.

LATOSA, MIAVELLE

Juris Doctor
University of the Philippines

She teaches Legal Studies and Claims Management, Fires and Casualty Insurance in MRIM.

MUNSAYAC, MICHAEL

Master of Business Administration/
Master in Applied Economics
Ateneo de Manila University/
De La Salle University

He teaches Financial Economics in MSFE.

PINLAC, RICARTE Q.

PhD major in Commerce
University of Santo Tomas

He teaches International Finance, Risk Management and Value at Risk, Portfolio Management, and Advanced Financial Management in MSCF and MSFE.

RAMOS, ROBERT ROL

Doctor of Business Administration
De La Salle University

He teaches Personal Finance, Capital Markets, and Bank Management.

ROMAGOS, CHRISTIAN

He teaches Derivatives and Options in MBA.

REYES, CARLOTA

She teaches Investment Analysis in MSFE.

TAN, MICHELLE BRENDRY C. OCAMPO

Master of Business Administration
De La Salle University

She teaches Basic Financial Management 1 & 2 and Intermediate Micro- and Macroeconomics in the undergraduate level and Marketing Communications in MRIM.

TIU, TOMAS

MS in Finance
University of the Philippines-Diliman

He teaches Portfolio Management and Strategy, Derivatives and Options, Special Topics in Finance, and Financial Controllership in MSFE.

VALEROSO, EDWIN

Doctor of Business Administration
De La Salle University

He teaches Mathematics for Finance, Portfolio Management/Portfolio Management, and Strategy in MSCF.

Management and Organizational Department

Full-time Faculty

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|---|---|
|  | <p>Mr. Patrick Adriel H. Aure</p> <p>Mr. Aure is a junior fellow of DLSU Center for Business and Development and a graduate researcher of RVRCOB. He earned his MBA at DLSU. He is an Assistant Professor at the Management and Organization Department. He teaches Management of Organizations in the undergraduate program.</p> |
|  | <p>Dr. Maria Pacquita Diongon-Bonnet</p> <p>Dr. Bonnet is a Graduate Program Coordinator of the Management and Organization Department. She earned her PhD in Education major in Educational Leadership and Management at DLSU. She teaches Lasallian Business Leadership, Ethics, and CSR in MBA and Strategic Human Resource Management in the undergraduate program.</p> |
|  | <p>Mr. Alvin Neil A. Gutierrez</p> <p>Mr. Gutierrez is an Assistant Professor at the Management and Organization Department. He teaches Marketing Management, Principles of Marketing, Salesmanship, and Sales Management for Marketing in the undergraduate program.</p> |
|  | <p>Dr. Raymund B. Habaradas</p> <p>Dr. Habaradas is an Associate Professor at the Management and Organization Department and the Director of the DLSU Center for Business Research and Development. He teaches Management Research, Business Organization and Management, Management Principles and Dynamics, Organization Theory, and Human Behavior in Organizations. He received his MBA and DBA from DLSU. His research outputs are in the areas of corporate social initiatives, national innovation systems, city innovations, innovation of firms, upgrading in global value chains, and SME development.</p> |
|  | <p>Ms. Pia Redempta T. Manalastas</p> <p>Ms. Manalastas is an Assistant Professor of the Management and Organization Department. She teaches Lasallian Business Leadership with CSR and Ethics and Trends and Issues in Business and Management: CEO Series in the MBA program and CSR and Governance in the undergraduate program. Her research interests include CSR and Values education, Environmental Management, and Sustainability. She has an MBA and M.A. in Public Policy from The George Washington University in D.C.</p> |
|  | <p>Ms. Ma. C.P. Assumpta C. Marasigan</p> <p>Ms. Marasigan is an Assistant Professor and Vice Chair of the Management and Organization Department. She teaches management, business writing, business communication, ethics, and corporate social responsibility in undergraduate and MBA programs. Ms. Marasigan earned her MBA at DLSU. She is currently finishing her DBA.</p> |

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|  | <p>Dr. Benito L. Teehankee</p> <p>Dr. Teehankee is a Full Professor at the Management and Organization Department. He earned his DBA, specializing in Total Quality Management, from DLSU. His research interests include Catholic social teaching, management and organization, business ethics, organizational leadership, workplace spirituality, alternative forms of management and organization, and action research. He teaches Management and Organization Theory, Strategic Management and Corporate Governance, and Management Action Research in MBA and DBA programs.</p> |
|  | <p>Dr. Maria Victoria P. Tibon</p> <p>Dr. Tibon is an Associate Professor and Chair of the Management and Organization Department. She teaches statistics, research methods, economics, management, entrepreneurship, business ethics, and computer applications for business. She earned her MBA at the University of the Philippines-Diliman and DBA at DLSU.</p> |

Part-time Faculty

ANG, ZORAYDA V.

Doctor of Business Administration
De La Salle University

She teaches Management Principles and Dynamis in MBA.

BALAGOT, MARIA ROSARIO N.

She teaches Strategic Management in MBA.

ASIS-CASTRO, ANA LIZA Q.

Doctor in Business Administration
De La Salle University
Master of Business Administration
Ateneo de Manila University

She teaches Business Management and Governance, Management Principles and Dynamics, and Business Organization and Management in MSM, MSA, and MBA.

CEMPRON, JAIME T.

PhD in Counseling Psychology Major in Clinical Counseling
De La Salle University

He teaches La Sallian Business Leadership, Ethics and CSR, Management Action Research, Human Capital, Leadership, Spirituality and Organizational Transformation in MBA, DBA, and PhD Bus.

DIVINAGRACIA, LOUIE A.

Doctor of Business Administration
De La Salle University

He teaches Entrepreneurship and Entrepreneurial Marketing, Management Research, Methods of Research and Foundation of Lasallian Business Leadership, Managing and Harvesting Growing Business, Business Ethics and Corporate Social Responsibility in MSENT and DBA/PhD Bus.

EDRALIN, DIVINA M.

Doctor of Management Major in Business
De La Salle University

She teaches Management Action Research, Entrepreneurship and Entrepreneurial, and Strategic Human Resource in MBA and DBA.

JUICO, PHILIP E.

Doctor of Business Administration
De La Salle University

He teaches Strategic Management/Special Topics, Social Responsibility, Human Rights, and Sustainable Business in MBA and DBA.

LUMBO, DONNA AURA A.

She teaches Human Resource Management and Organizational Behavior in MBA.

LUGTU, REYNALDO JR. C.

Master of Business Administration
De La Salle University

He teaches Management Principles and Dynamics, Strategic Management, and Marketing Management in MBA.

MORALES, JOSE MARIA B.

PHD in Education Leadership and Management candidate
De La Salle University
Master of Science in Management
Arthur D. Little School of Management, USA

He teaches Business Organization and Management, Corporate Entrepreneurship in MBA and MSM.

PANGILINAN, JOSEPH DONATO N.

Master of Business Administration
De La Salle University

He teaches Strategic Management in MBA.

QUE, MARY MARGARET O.

Doctor of Business Administration
De La Salle University

She teaches Management Principles and Dynamics, Management and Organization Theory, Lasallian Human Resource Management with Organizational Behavior, Business Leadership, Ethics and CSR in MBA, DBA, and PhD Bus.

QUERO, RACHEL A.

Doctor of Business Administration
University of the Philippines-Diliman

She teaches Strategic Human Resource Management, Human Resource Management with Organizational Behavior, Methods of Research, and Foundation of Lasallian Business Leadership in MBA.

SARMIENTO, FRANCES JEANNE L.

Master in Business Administration
Ateneo de Manila University
Master of Arts in Demography
University of the Philippines-Diliman

She teaches Management of Organization and Human Behavior in Organization in the undergraduate program and Management Principles and Dynamics and Business Organization and Management in MBA and MSM.

TRAJANO, ALEXANDER

Master of Business Administration
De La Salle University

He teaches Management Principles and Dynamics in MBA.

TSCHOEPKE, BEATRIZ K.

Doctor of Business Administration
Technical University of Berlin

She teaches Human Resource Management with Organizational Behavior and International Business in MBA.

Marketing and Advertising Department

Full-time Faculty

**Ms. Mary Julie V. Balarbar**

Ms. Balarbar is an Associate Professor of the Marketing and Advertising Department. She earned her MBA at the Asian Institute of Management. She teaches Marketing Management, Management of Marketing Channels, and Introduction to Marketing Communications in MMC, MSM and MBA programs.

**Dr. Reynaldo A. Bautista Jr.**

Dr. Bautista is an Associate Professor and Graduate Program Coordinator of the Marketing and Advertising Department. He is also the Assistant Dean for External Relations and Internationalization. He earned his MBA at Ateneo de Manila University and DBA at DLSU. He teaches Methods of Research and Foundation of La Sallian Business Leadership in MMC and MSM programs.

**Dr. Robert Charles G. Capistrano**

Dr. Capistrano is an Associate Professor and Vice Chair of the Marketing and Advertising Department. He obtained his PhD in Tourism Management at Victoria University of Wellington in New Zealand. He teaches Social Marketing in the undergraduate level and Exchange Elective 2 in the PhD Bus program.

**Mr. Benison Y. Cu**

Mr. Cu is an Assistant Professor of the Marketing and Advertising Department. He earned his MBA at DLSU. He teaches Direct Marketing, Media Planning, Personal Selling, and Industrial and Services Marketing in MMC and MSM programs.

**Mr. Rayan P. Dui**

Mr. Dui is an Assistant Professor of the Marketing and Advertising Department. He is finishing his DBA at DLSU. He teaches Marketing Strategy, Product Management, Principles of Marketing and Practice, Strategic Planning in MSM, MMC, and MBA.

**Ms. Moireen Nicola Antoinette S. Espinosa**

A graduate of Master in Marketing Communications, Moireen is an Assistant Professor at the Marketing Department. She teaches Principles of Marketing, Public Relations, and Business Communication. Ms. Espinosa is a Licensed Professional Teacher. She earned her master's degree at DLSU.

**Ms. Ireene C. Leoncio**

Ms. Leoncio is a Teaching Associate of the Marketing and Advertising Department. She teaches Integrated Marketing Communication, Principles of Marketing, Principles of Advertising, and Mobile Marketing. She earned her Master of Professional Studies from Georgetown University. She teaches Public Relations, Intro to Marketing Communications, Mobile Marketing, Account Management, and Marketing Communications in MMC and MBA programs.

**Mr. Jose Luis R. Liongson**

Mr. Liongson is an Assistant Professor at the Marketing and Advertising Department. His research interests include technopreneurship. Mr. Liongson teaches Sales and Sales Force Management and Sales Promotion in MMC and MSM programs.

**Mr. Miguel Paolo L. Paredes**

Mr. Paredes is an Assistant Professor at the Marketing and Advertising Department. He teaches Advertising Visualization and Art Direction, Print Advertising Production and Management, Principles of Advertising and Marketing Communication, and Principles and Techniques of Print and Non-Traditional Advertising in the undergraduate program.

**Ms. Paz Esperanza T. Poblador**

Ms. Poblador is an Assistant Professor at the Marketing and Advertising Department. Apart from being enrolled in the DBA program, she is currently the service learning/community engagement head. She holds a Masters in Entrepreneurship degree from the Asian Institute of Management. Her fields of interest are in digital and hospitality marketing, sustainable entrepreneurship, heritage conservation, poverty alleviation, and the revival of traditional arts and crafts. She teaches Hospitality Marketing and Product Management in the undergraduate program.

**Dr. Luz T. Suplico-Jeong**

Dr. Suplico-Jeong is an Associate Professor and Chair of the Marketing and Advertising Department. She teaches Export Marketing, Principles of Marketing, PR, Green Marketing, and Marketing Management. She obtained her PhD in Development Studies with specialization in Marketing from DLSU. She is the President of the Association of Training Institutions for Foreign Trade in Asia and the Pacific. She teaches Principles of Marketing and Marketing Management in MSM program.

**Mr. Raymond Allan G. Vergara**

Mr. Vergara is an Assistant Professor at the Marketing and Advertising Department. He is enrolled in the Doctor in Business Management program of the Holy Angel University. He is the Undergraduate Thesis Coordinator for the Marketing Management Department. He teaches Events Marketing and Events Advertising in the undergraduate program.

Part-time Faculty**ABEJERO, ANGELO A.**

Master of Business Administration major in Marketing
De La Salle University

He teaches Advertising, Marketing Management, and Sales Promotion in MMC and MSM programs.

AMPARO, ROY C.

Master of Business Administration Major in Marketing
De La Salle University

He teaches Pricing Strategies, Account Management and Personal Selling, and Management of Marketing Channels in MBA, MMC, and MSM programs.

BARREDO, RAMON MA. MIGUEL M.

Master of Business Management
Asian Institute of Management

He teaches Strategic Planning, Marketing Strategy and Practice, Consumer Issues and Behavior, Product Management, and Brand Management in MMC, MSM, and MBA programs.

BELLARE, SHANE ALDRIN M.

Master of Marketing Communications
De La Salle University

He teaches Advertising Production, Internet Marketing/E-Marketing in MMC and MSM programs.

CADIZ, GERRILYN

Master of Marketing Communications
De La Salle University

She teaches Advertising, Media Planning, Visualization, and Art Direction in MMC program.

CATAP, ROMEO JR.

Master of Marketing Communications
De La Salle University

He teaches Visualization and Art Direction in MMC.

CELIS, MICHAEL P.

Master of Marketing Communications
De La Salle University

He teaches Copywriting, Visualization and Art Direction and Account Management in MMC.

CENON, PATRICK

He teaches Sales Promotion, Sales and Sales Force Management, Public Relations and Personal Selling in MMC and MSM Programs.

DY, REGINA C.

Master of Business Administration
De La Salle University

PhD in Human Resource Management
University of Sto. Tomas.

She teaches Marketing Management, Strategic Planning, Management of Marketing Channels, Industrial and Services Marketing/Services Management, Consumer Behavior, and Pricing Strategies in MMC, MSM, and MBA programs.

ENCARNACION, BIENVENIDO C.

AB major in Communication
Ateneo de Manila University

He teaches Special Topics in MMC.

FRANCISCO, EDWARD JOSEPH C.

Master of Marketing Communications
De La Salle University

He teaches Advertising, Special Topics in Marketing, Copywriting, Account Management, and Public Relations in MMC and MSM programs.

GAÑAC, CLARO G.

Master of Business Administration
Pamantasan ng Lungsod ng Maynila

He teaches Methods of Research and Foundation of La Sallian Business Leadership, Management of Marketing Channels, Public Relations Management, Applied Marketing Research, and Strategic Planning in MMC and MSM programs.

LAZARO, NICANOR JR.

He teaches Visualization and Art Directions in MMC.

LEGASPI, JOSE LUIS C.

Master of Business Administration
De La Salle University

He teaches Principles of Marketing and Salesmanship and Sales Management.

LIM, DONALD PATRICK L.

Doctor of Business Administration
University of Phoenix

He teaches Internet Marketing in MBA.

MAPANAO, EDWIN

He teaches Strategic Planning and Marketing Strategy and Practice in MMC and MSM programs

PADOLINA, JOSHUA JOHN R.

He teaches Media Planning and Advertising in MMC.

SALAMANCA, SHEILA

Doctor in Business Administration
candidate
Master of Business Administration
De La Salle University

She teaches Services Marketing and Marketing Management in MMC and MSM programs.

SALES, NIÑA ANA MARIE JOCELYN A.

She teaches Visualization and Art Direction in MMC.

SANCHEZ, LYSA J.

Master of Marketing Communications
De La Salle University

She teaches Events Marketing in MMC.

WALTON, CARMELITA M.

Master of Arts in Communications
University of the Philippines

She teaches Public Relations in MMC.

Other departments that service RVR COB courses

**School of Economics
Full-time Faculty**



Dr. Arlene B. Inocencio

Arlene B. Inocencio is a Full Professor 2 at the School of Economics. Her recent research work includes assessment of the performance of the Philippine irrigation program, measuring the economic impacts of the government national greening program, studying the potential of public-private partnership in irrigation, and benchmarking of performance of river basin organizations. She teaches Business Economics in MBA.



Mr. Cesar C. Rufino

Dr. Cesar C. Rufino, is a Distinguished Professor at the School of Economics. His recent achievements include the 2014 Outstanding Scientific Paper Award by the National Institute Science and Technology. His expertise is in Econometrics, Mathematical Statistics, and Economic Forecasting. He earned his DBA at DLSU.



Dr. Tereso S. Tullao, Jr.

Dr. Tullao is a University Fellow, Distinguished Professor of Economics, and the Director of the Angelo King Institute for Economic and Business Studies. He is also the Editor-in-Chief of the DLSU Business and Economics Review. He has been teaching for almost four decades at DLSU. As a researcher he has published several articles, monographs and books in Filipino and English in the fields of economics of education, trade in services, movement of natural persons, migration and remittances.

Part-time Faculty

CALUB, RENZ ADRIAN T.

MA Economics
University of the Philippines-Diliman

He teaches Statistical Analysis for Business Research in MSA, MSFE, MSCF, and MRIM programs.

LATOJA, MA. CONCEPCION G.

Master of Science in Economics
De La Salle University

She teaches Business Economics/Economic Theory and Analysis in MBA and MSA programs.

**Mathematics Department
Full-time Faculty**



Mr. Frumencio F. Co

Mr. Co is Assistant Professor 7 at the Mathematics Department of the College of Science. He earned his Master of Statistics degree from the University of the Philippines—Diliman. He is a member of prestigious national and international professional organizations such as the Mathematical Society of the Philippines, MENSA Philippines, American Statistical Association, International Honor Society of Phi Kappa, and the Pi Gamma Mu International Honor Society in Social Science.



Mr. Isagani B. Jos

Dr. Jos is Associate Professor 5 at the Mathematics and Statistics Department. He obtained his PhD in Mathematics from DLSU. He also received an MS in Mathematics, with specialization in Actuarial Science from the University of the Philippines in Diliman. His research interest is on Graph Theory and Actuarial Science. He is currently a board member of the Mathematical Society of the Philippines and a member of the Actuarial Educators subcommittee of the International Actuarial Association.

Part-time Faculty

ALBERT, JOSE RAMON G.

Professional Lecturer
College of Science

He teaches Multivariate Data Analysis in both the PhD Bus and DBA programs

Science Education Department Full-time Faculty



Dr. Lydia S. Roleda

Dr. Lydia S. Roleda is an Associate Professor 6 full time faculty of the Science Education Department, Br. Andrew Gonzalez FSC College of Education. She is a graduate of PhD Physics at DLSU and Master Science in Physics at UP-Dilliman. She teaches physics, math and pedagogy courses to undergraduate and graduate students. Her research interest includes conceptual understanding in physics and action researches in teaching physics.

Part-time Faculty

ELIPANE, LEVI E.

PhD in Mathematics Education
University of Copenhagen

He teaches Calculus for Finance in MSFE program

Information Technology Department Part-time Faculty

CELIS, NELSON J.

Doctor of Business Administration
De La Salle University

He teaches Information Management and Emerging Technologies in MBA program

Software Technology Department Part-time Faculty

SALES, NIÑA ANA MARIE JOCELYN A.

She teaches Visualization and Art Direction in MMC program

International Studies Department Part-time Faculty

MADRONA, SEVERO C. JR.

PhD in History specialized in Philippine Foreign Policy
International Relation and Diplomatic History
University of the Philippines-Diliman



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Dean

Dr. Brian C. Gozun

Vice Dean, RVR College of Business

Atty. Hilario S. Carraan

Vice Dean, Research and Graduate Studies

Dr. Emilina R. Sarreal

Accountancy Department

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Director, Center for Professional Development in Business (CPDB)

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Dr. Raymund B. Habaradas

ⁱ <http://www.dlsu.edu.ph/inside/>

ⁱⁱ <http://www.dlsu.edu.ph/academics/colleges/cob/>

ⁱⁱⁱ <http://www.dlsu.edu.ph/cbe/> http://en.wikipilipinas.org/index.php?title=De_La_Salle_University-Manila_College_of_Business_and_Economics&action=edit

^{iv} <http://www.dlsu.edu.ph/academics/graduate-studies/cob/doctor-business-admin.asp>

^v <http://www.dlsu.edu.ph/academics/graduate-studies/cob/doctor-philosophy-business.asp>

^{vi} <http://www.dlsu.edu.ph/academics/graduate-studies/cob/master-sci-acct.asp>

^{vii} <http://www.dlsu.edu.ph/academics/graduate-studies/cob/master-sci-ind-rel-man-dip-ind-rel-man.asp>

^{viii} <http://www.dlsu.edu.ph/academics/graduate-studies/cob/master-sci-ent-dip-ent.asp>

^{ix} <http://www.dlsu.edu.ph/academics/graduate-studies/cob/master-sci-com-fin.asp>

^x <http://www.dlsu.edu.ph/academics/graduate-studies/cob/master-sci-fin-eng.asp>

^{xi} RVR COB graduate brochure 2013

^{xii} RVR COB graduate brochure 2013

^{xiii} <http://www.dlsu.edu.ph/academics/graduate-studies/cob/master-sci-fin-eng.asp>

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