



DE LA SALLE UNIVERSITY

GRADUATE BUSINESS PROGRAMS



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

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

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

RVR
COB

GRADUATE PROGRAMS IN BUSINESS



DEPARTMENT OF ACCOUNTANCY

- Master of Science in Accountancy

DEPARTMENT OF COMMERCIAL LAW

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

DEPARTMENT OF DECISION SCIENCES AND INNOVATION

- Doctor of Philosophy in Business
- Master of Science in Entrepreneurship
- Diploma in Entrepreneurship

DEPARTMENT OF FINANCIAL MANAGEMENT

- Master of Science in Computational Finance
- Master of Computational Finance
- Master of Science in Financial Engineering
- Diploma in Financial Engineering
- Master in Risk and Insurance Management

DEPARTMENT OF MANAGEMENT AND ORGANIZATION

- Doctor of Business Administration
- Master of Business Administration
- Diploma in Management

DEPARTMENT OF MARKETING AND ADVERTISING

- Master of Science in Marketing
- Master of Marketing Communications
- Diploma in Marketing

DEPARTMENT OF ACCOUNTANCY

MASTER OF SCIENCE IN ACCOUNTANCY

(36 UNITS)

The Master of Science in Accountancy 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.

DEPARTMENT OF COMMERCIAL LAW

MASTER OF SCIENCE IN INDUSTRIAL RELATIONS MANAGEMENT

(36 UNITS)

The Master of Science in Industrial Relations Management Program aims to enhance the knowledge, skills, and values of students on industrial relations management related to development, training, wage administration, health and safety, and labor relations. Using a “school-to-work” scheme, it integrates practical and theoretical approaches to learning. The course globally respond to the current needs of human resources and industrial relations. It capacitates students taking this course to resolve problems and concerns facing labor, management and their relationship with the government. The course aims to produce healthy working relationship among these three sectors. Graduate of this course are expected to hold critical positions in management especially in the area of human resource management. They will be skilled in handling conflicts, resolving grievances and creating policy that will promote better workers management.

DIPLOMA IN INDUSTRIAL RELATIONS MANAGEMENT

(21 UNITS)

The Diploma in Industrial Relations Management Program aims to enhance the knowledge, skills, and values of students on industrial relations management related to development, training, wage administration, health and safety, and labor relations. Using a “school-to-work” scheme, it integrates practical and theoretical approaches to learning. Units earned from this program may be credited towards a master’s degree in the same field. The course intends to respond to the needs of professional workers in the field of human resources and other related field in a much shorter span of time.



DEPARTMENT OF DECISION SCIENCES AND INNOVATION

DOCTOR OF PHILOSOPHY IN BUSINESS

(48 UNITS)

The Doctor of Philosophy in Business (PHDBUS) Program is intended for individuals seeking careers in both teaching and business research. It aims to develop mastery of the behavioral, qualitative, and quantitative aspects of the various business disciplines to formulate new ways of exploring, analyzing, and solving complex problems faced by firms, industries, public institutions, and society. The graduates of the De La Salle University PhD in Business are expected to pursue lifelong learning through research and to continue bridging the gap between the academe and the industry.



MASTER OF SCIENCE IN ENTREPRENEURSHIP

(36 UNITS)

DIPLOMA IN ENTREPRENEURSHIP

(21 UNITS)

The MS/Diploma in Entrepreneurship aims 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 start-up 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 entrepreneurship regarding the following:

1. Excellence in enterprise development and management through 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.

DEPARTMENT OF FINANCIAL MANAGEMENT

MASTER OF SCIENCE IN COMPUTATIONAL FINANCE

(36 UNITS)

The Master of Science in Computational Finance Program is an intensive program geared towards educating students, investment professionals, and financial advisers to integrate mathematical and statistical models and computing 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.

This program requires a thesis.

MASTER OF COMPUTATIONAL FINANCE

(36 UNITS)

The Master of Computational Finance Program is an intensive program geared towards educating students, investment professionals, and financial advisers to integrate mathematical and statistical models and computing 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.

This program requires a project paper.

MASTER OF SCIENCE IN FINANCIAL ENGINEERING

(36 UNITS)

The Master of Science in Financial Engineering 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 by engineering products and strategies that maximize opportunities in the financial markets. 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.

DIPLOMA IN FINANCIAL ENGINEERING

(21 UNITS)

The Diploma in Financial Engineering Program equips students with a comprehensive set of mathematical and technological tools to enable them to meet the requirements of the financial economy. It is a fusion of the study of mathematics, statistics, information and computer technology, and the study of finance. It may be granted if the student has completed 12 units of basic courses and 9 units of major courses. Units earned from this program may be credited towards a master's degree in the same field.



MASTER IN RISK AND INSURANCE MANAGEMENT

(36 UNITS)

The Master in Risk and Insurance Management Program is designed to provide insurance professionals and others interested in this field with a multi-faceted perspective to improve decision-making skills on how to deal with risk and uncertainty in 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 gain an in-depth understanding of the issues and challenges in the areas of fund acquisition and fund management in an increasingly competitive industry that has increasingly become more competitive and which operates an economic environment that is more exposed to developments in international financial markets.



DEPARTMENT OF MANAGEMENT AND ORGANIZATION

DOCTOR OF BUSINESS ADMINISTRATION

(48 UNITS)

The Doctor of Business Administration Program is designed to advance the professional development of practicing managers, entrepreneurs, management academics, and other professionals in the business and public management arena by expanding their knowledge and perspective in critical areas of management related to promoting humanistic, socially responsible, and sustainable business, and equipping them with research and change management skills.

MASTER OF BUSINESS ADMINISTRATION

(39 UNITS)

The Master of Business Administration Program aims to develop capable and socially responsible managers for modern Philippine enterprises. It addresses principally the professional development needs of working students pursuing their studies on a partial academic load basis. Recognizing that these students are simultaneously influenced by factors or inputs emanating from their main preoccupation, namely their work or business, the program specifically aims to obtain maximum synergy from the formal MBA course work and the on-the-job learning that its students experience in their work.

DIPLOMA IN MANAGEMENT

(27 UNITS)

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

DEPARTMENT OF MARKETING AND ADVERTISING

MASTER OF SCIENCE IN MARKETING

(36 UNITS)

The Master of Science in Marketing Program offers a comprehensive training for professionals and tertiary level marketing faculty that exposes them to the theoretical and practical aspects of the field. It prepares them for the Certified Professional Marketer (CPM)-Asia Pacific exam. It also aims 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 consists of a broad curriculum that provides comprehensive exposure in all aspects of marketing. Students learn and apply theoretical marketing knowledge in a practitioner context, acquiring all the skills necessary to remain competitive and advance their careers in the Philippines and abroad. It emphasizes active learning through case studies, “real-world” group, class discussion, and involvement with Philippine businesses. It also prepares graduates for career growth such as becoming marketing, advertising and promotions, sales, and public relations managers, or even as future professors.

MASTER OF MARKETING COMMUNICATIONS

(36 UNITS)

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. The program has a supervised project that directs the mentee to develop a comprehensive marketing communications campaign dealing with a combination of media and the strategies behind it. It also prepares graduates for careers in advertising or media, business intelligence, data analytics, and public relations.

DIPLOMA IN MARKETING

(21 UNITS)

The Diploma in Marketing Program prepares professionals for management responsibilities in the field, either in the private or in the public sector. It exposes them to several aspects of marketing, and emphasizes active learning through case studies, projects, and involvement in Philippine businesses. Units earned may be credited towards a master's degree.



CAMPUSES & FACILITIES



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

Manila: De La Salle University, 2401 Taft Avenue

Makati: 5F RCBC Tower II, 6819 Ayala Avenue

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

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

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

Electronic databases:

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

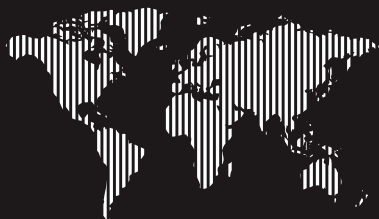
Research centers:

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



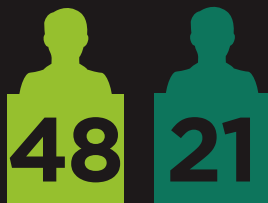
MAJORITY

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



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

FACULTY PROFILE:



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

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

FACULTY PROFILE



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

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

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

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

Lasallian MASTERS

Rene Buenaventura, MBA 1983
Director and Vice Chairman, Equicom Savings Bank Trustee, Go Kim Pah Foundation

Dr. Lydia Echauz, DBA 1993
President, Far Eastern University
Recipient, The Outstanding Filipino Award in Education, 2009

John Gokongwei, Jr., MBA 1977
Founder and Chairman Emeritus of JG Summit Holdings, Inc. Chairman of the Gokongwei Brothers Foundation, Inc.

Jose Pardo, MBA 1964
Secretary of Finance, 2000-2001
Secretary of Trade and Industry, 1998-2000

Eduardo Cojuangco, Jr., HS 1952
Chairman, San Miguel Corporation
Governor, Province of Tarlac, 1967-1986



ALUMNI NETWORK

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

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

ADMISSIONS & SCHOLARSHIPS

General admissions requirements

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

Scholarships

Merit-or needs-based scholarships and financial loans are available to deserving graduate students. The Office of Admissions and Scholarships is in charge of administering such assistance.



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