

## Mission Statement

We are a Catholic institution of learning dedicated to advancing the frontiers of knowledge in the theoretical and applied fields through quality graduate education that is comprehensive and responsive to the needs of society.

We are committed to the formation of scholars and high-quality professionals who are ethical, competent, compassionate, and committed to the service of their respective professions, the church, the nation, and the global community.

## Vision Statement

We envision a Graduate School that stands for excellence and innovation and that is globally recognized for its distinct degree programs and quality research outputs.

## Goals and Objectives

The Graduate School commits itself to develop:

1. competent professionals who, inspired by the ideals of St. Antoninus of Florence, promote excellence in the production, advancement, and transmission of specialized knowledge and skills in the sciences, the arts, and community service;
2. scholarly researchers and creative thinkers who, kindled by St. Thomas Aquinas' ardour for truth, aspire to become fonts of intellectual creativity and, in their quest for quality research, are proficient and critical in assessing and communicating information in various fields that impact the professions, the church, the nation, and the global community;
3. professional Christian leaders who, touched by St. Dominic de Guzman's apostolic fire and warmed by Mary's motherly care, articulate ethics and truth, high level of moral maturity in resolving issues and promoting social justice and compassion for the poor, and care for the environment;
4. globally engaged citizens who, with ardent advocacy for life, promote a deeper understanding of tolerance and justice as well as linguistic, religious, and cultural diversities as a result of precise evaluation of modern problems and inquiries;
5. committed scholars who, nurtured by the dogmas of Christian faith and values, are dedicated to the pursuit of truth through the promotion of an intellectual culture that values academic rigor and freedom of scientific investigations; and
6. lifelong learners who, empowered by St. Antoninus of Florence's zeal for learning, are committed to the advancement of a higher culture through a continuous

search for intellectual inquiries and new knowledge as well as faithfulness to Catholic intellectual traditions.

## Program Intended Learning Outcomes (PILO)

When you successfully complete Ph.D. Commerce, you will be able to:

1. Demonstrate expert level of theoretical understanding, reflective inquiry and creative application of established business fundamentals and theories, as well as relevant updates of business principles and models across levels and disciplines.
2. Demonstrate intellectual creativity in conducting quality research-based inquiry, and communicating the evidences, results and implications to diverse business specialists and non-specialist audience.
3. Demonstrate exceptional leadership qualities, styles, creative skills and ethical actions, social justice and compassion in managing complex business processes and issues in continually changing environment.
4. Demonstrate deeper understanding of relevant business concepts and principles anchored on 21st century skills, trends, and cultural diversities.
5. Demonstrate skills in constructing informed judgements and convincing arguments in finding solutions to complex business challenges.
6. Demonstrate commitment to continuous search for new knowledge and innovations to reengineer business approaches both in content and process through continuing research beyond requirements.

## DOCTOR OF PHILOSOPHY MAJOR IN COMMERCE

### PREREQUISITE COURSES: (9 UNITS)

#### PHL 821 – Philosophy of St. Thomas Aquinas

An expository course of the essential philosophical teachings of the Angelic Doctor organized around the 24 fundamental theses of Thomism against the background of St. Thomas Aquinas' successful synthesis of Scholastic Philosophy, Biblical, and Catholic Tradition and Aristotelian Method.

#### PHL 822 – Philosophy of Human Person

An analytical study of contemporary Christian critique and synthesis of modern and contemporary philosophies of man, with background of philosophies of man from Ancient Greece, India, and China.

#### PHL 823 – Philosophy of Values

A survey exposition of the moral philosophies dating back from Socrates, Buddha, and Confucius to contemporary moral philosophies around a reflective critique of these in the light of contemporary Catholic moral thought.

### CORE COURSES: (12 UNITS)

#### Advanced Statistics with computer application

Engages the students to recognize business problems as possible topics for their dissertation. Students are expected to apply appropriate research approach which emphasizes the practical and technical aspects of conducting research as well as application of statistical or mathematical tools. Students shall formulate their research problem, identify the research impediments as well as deal with ethical issues involved in their research.

#### Advanced Good Governance and Corporate Social Responsibility

Provides an in-depth understanding of the importance, principles, practices, elements, key indicators of good corporate governance and corporate social responsibility. It focuses on the factors, trends and issues that underlie these critical trends on corporate governance, the political, social and regulatory environment in which the businesses operate as well as the design and implementation of strategies for these organizations to help in the well-being of people and environment and reputation management.

#### Advanced Business Research

##### Transformational Leadership

Fosters transformative change in an organization and among members of the organization towards higher levels of performance. It involves development and application of leadership skills, knowledge and strategies to institute change for personal growth of its human resources and enhance efficiency and effectiveness in operations. It promotes social interaction at all levels of the organization and focuses on challenges, innovation and effective ways to make an impact and plan for a more strategic role within the organization.

### SPECIALIZED COURSES/ MAJORS (ANY 7 COURSES – 21 UNITS)

#### Advanced Consumer Behavior

Discusses the critical issues in consumer behaviour, thoughts, and practice including an understanding of consumer choice processes, social network and their impact on consumption and communication processes. Different consumer behaviour models such as cognitive and modes of information processing will be studied in relation to the concepts and theories in marketing management. Relevant issues will be explored through experiments, market research and case studies.

#### Advanced Corporate Finance

Provides a comprehensive view on how value-based financial decision making is anchored on principles and selected theoretical and applied topics in corporate finance and integrating these toward improving strategic operating results and investor returns. It aids in tackling intricate valuation and corporate financing situations and covers cost of capital in various markets, corporate control transactions, investments, the use of real options, and role of hybrid securities in capital structure, and assessment of whether investments are appropriately valued.

#### Accelerated General Management

Focuses on the essential managerial skills and competencies needed in tackling complex issues on management activities- developing strategy, organizing, and driving desired results across rapidly

changing business environment. GM track provides strategic insights on organizational behaviour, human resource, finance, logistics, marketing, strategy, innovation, and networks.

#### Advanced Labor and Social Legislation

Provides the legal framework on the country's labor and social legislation, including the related rules and guidelines. The mandate and policies of government agencies responsible for the execution of these laws to promote social justice, industrial peace and workers' welfare as well as the obligations and rights of both the employers and workers shall be analysed in support to the rule of law and development efforts of the government.

#### Advanced Marketing Communication Management

Deals with the evaluation of marketing communication tools at the brand level and integrates the analytical and creative development and execution of a marketing campaign. This will allow the students to pre-empt the marketing communication campaign with the use of marketing communications research.

#### Advanced Monetary and Fiscal Policies

Involves the study of the principles, tools and practices used by the government to steer the economy in the right direction: the monetary policy referring to the actions of the Bangko Sentral ng Pilipinas to achieve macroeconomic policy objectives through changes in the interest rates and money supply to expand or contract aggregate demand while the fiscal policy referring to the actions of the national government on matters relating to taxation and spending to stimulate the country's growth and pursue its development plans.

#### Advanced Public Finance, Monetary and Fiscal Policies

Involves the study of the principles, tools and practices used by the government to steer the economy in the right direction: the monetary policy referring to the actions of the Bangko Sentral ng Pilipinas to achieve macroeconomic policy objectives through changes in the interest rates and money supply to expand or contract aggregate demand while the fiscal policy referring to the actions of the national government on matters relating to taxation and spending to stimulate the country's growth and pursue its development plans.

#### Advanced Risk Management

Deals with the principles, theories, framework, practices, and international standards on risk and ways to mitigate them. It discusses risks across market, credit, operational, liquidity, reputational and other types of risks. It also covers insurance and other measures or risk treatments to recover from actual losses. It shall provide opportunity for students to develop risk management plans in their own workplaces.

#### Advanced Strategic Management and Decision Making

Develops the ability to design and apply strategy models in structured analysis of business issues for long term success. It includes honing the analytical and decision making skills needed in preparing, presenting and defending plans of action, proposals and/or strategies to align resources with the competitive business environment for superior performance.

## Diversification Strategy

### Entrepreneurial Finance

Aims to present additional approaches to assist entrepreneurs in the financing their business ventures. Main areas of study include business evaluation and valuation, financing from the traditional approach of raising funds, and venture capital and private funds. It uses the combination of case discussions and lectures.

### Global Business Developments, Problems and Strategy

Navigates the international and transnational dimensions of emerging economies, the issues and challenges faced, and the strategic approach to address these. It also covers political environments, expectations of geographical spread stakeholders and how these can be managed.

### Global Technology

Enables the students to have an understanding of the

### Government and Business

Discusses the mandates, policies, programs and services of the three branches of the Philippine Government, focusing on agencies directly involved in regulating, promoting, and assisting private businesses grow, increase their economic value and become competitive. Likewise, the study examines the role of business in helping the government in bringing about economic development of the country, the challenges they face including the initiatives and reforms of the government to meet said challenges.

### International Accounting Finance and Control

Involves the full range of a firm's finances, from identifying resources to meet objectives, making financial decisions, tracking variance/s between target and actual performance, reasons for such variance/s, and preparing action plans including appropriate internal control measures to meet strategic objectives and compliance with international accounting and auditing standards.

### International Business and Global Strategy

Develops an understanding of the rationale, mechanisms, practices and policies of international business in regional and global environment. It deals with trade and international institutions that regulate business including foreign direct investments from both the investors and the host country.

### COGNATE: (6 UNITS)

Any course which has a direct bearing on one's dissertation.

### TERMINAL REQUIREMENTS: (12 UNITS)

Written Comprehensive Examination (WCE)

Foreign Language I & II - (6 units) (non-credit)

Dissertation Writing I (Dissertation Proposal) - 6 units

Dissertation Writing II (Dissertation Colloquium) - 3 units

Dissertation Writing III (Dissertation Defense) - 3 units

**Total = 60 Units**

## Summary of Program Requirements

Degree Requirements	units
Pre-requisite Courses	9
Core Courses	12
Specialization Courses	21
Cognate Courses	6
Foreign Language	(6)
Written Comprehensive Exam	---
Dissertation Writing I	6
Dissertation Writing II	3
Dissertation Writing III	3
<b>TOTAL</b>	<b>60</b>

### UST Graduate School Administration Officials and Faculty Set-up

MARILU R. MADRUNIO, Ph.D.  
*Dean*

FR. JOSÉ ANTONIO E. AUREADA, O.P., S.Th.D.  
*Regent*

ALEJANDRO S. BERNARDO, Ph.D.  
*Faculty Secretary*

GRECEBIO JONATHAN D. ALEJANDRO, Dr.rer.nat.  
*Director for Graduate Research*

MARY CAROLINE N. CASTAÑO, Ph.D.  
*Program Lead for Business Cluster*

### PROFESSORIAL STAFF

Hector M. Aguilin, MBA, Ph.D. Com  
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Richard Parcia, Ph.D.

Ramon C. Posadas, MBA, Ph.D. Com  
Elizabeth O. Recio, Ph.D.

Ramon Ricardo A. Roque, MBA, Ph.D. HRM  
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University of Santo Tomas  
THE CATHOLIC UNIVERSITY OF THE PHILIPPINES  
MANILA, PHILIPPINES  
**The Graduate School**

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**COMMERCE**

AY 2014 - 2017