

**CENTRO ESCOLAR UNIVERSITY
Manila**

GRADUATE SCHOOL

**Doctor of Philosophy in Business Management
Effective School Year 2014-2015**

Degree Requirements

Core Courses.....	6 units
Major Courses	30 units
Cognates.....	9 units
Foreign Language.....	6 units
Dissertation.....	12 units
Total	63 units

Core Courses..... 6

<u>Course Code</u>	<u>Course Descriptive Title</u>	<u>Units</u>
Philo 300	Philosophical Studies	3
Stat. 318	Advanced Research Statistics	3

Major Courses..... 30

<u>Course Code</u>	<u>Course Descriptive Title</u>	<u>Units</u>
BM 301	Leadership and Operational Excellence in a Global Context	3
BM 302	People Management and Team Skills	3
BM 303	Marketing Strategy and Policy	3
BM 304	Decision Making in Operations Management	3
BM 308	Ethics and Accountability	3
BM 309	Asian Business Environment	3
BM 310	Corporate Finance	3
BM 312	Economic Analysis for Managers and Executives	3
BM 314	Corporate Entrepreneurship	3
BM 388	Business Research and Management Decisions	3

Cognates (Any 3 of the following)..... 9

<u>Course Code</u>	<u>Course Descriptive Title</u>	<u>Units</u>
BM 307	Executive Training and Development	3
BM 321	Quality Assurance and Management	3
BM 322	Contemporary Issues in Marketing and Management	3
BM 329	International Business Strategy	3
BM 330	Management of Technology and Innovation	3

Note:

- *Two-thirds of the cognates must be business cognates and one-third non-business cognates.*
- *For non-business courses, see courses in Educational Management, Higher Education Management, Psychology, Guidance and Counselling, and Southeast Asian Studies*

Foreign Language..... 6

<u>Course Code</u>	<u>Course Descriptive Title</u>	<u>Units</u>
FRL 311	Foreign Language 1	3
FRL 312	Foreign Language 2	3

Dissertation..... 12

<u>Course Code</u>	<u>Course Descriptive Title</u>	<u>Units</u>
Res. 391	Dissertation I*	6
Res 392	Dissertation II	6

Total 63 units

***Students must pass the Comprehensive Exam prior to enrolment in Dissertation I.**