

Espenilla Speaks at the Launch of VSB Master's Programs at UP Bonifacio Global City



From L-R: Magdaleno B. Albarracin, Jr., Elvira A. Zamora, Alfredo E. Pascual, Ben Paul B. Gutierrez, BSP Governor Nestor A. Espenilla, Jr., Cesar E.A. Virata, Emerlinda R. Roman, Jaime C. Laya and Emmanuel T. Velasco

Newly-appointed Bangko Sentral ng Pilipinas Governor Nestor A. Espenilla, Jr. (MBA'82, DAA'07) was guest of honor and speaker during the launch of UP Virata School of Business master's programs and orientation of new master's students at the UP Bonifacio Global City on 4 September 2017. Governor Espenilla discussed risk-based regulations of BSP-supervised institutions enabling them to innovate business models and adopt digital financial services including his advocacy for an efficient, interoperable, and consumer-friendly digital payments system. Likewise, he supports regulations that promote more financial inclusion and consumer protection. He is also talked about his experience as an UP MBA student in early 1980s.

The well-attended program celebrates the opening of Master of Business Administration and Master of Science in Finance programs in the central business districts of Bonifacio Global City in Taguig and Makati. Classes started on 13 July 2017.

The program was preceded by an orientation of the new students by Master's Programs Director Dr. Lorna I. Paredes.

The guests included former Prime Minister Cesar E.A. Virata, Senator Cynthia A. Villar, UP President Danilo L. Concepcion, former UP Presidents Emerlinda R. Roman and Alfredo E. Pascual, Executive Vice President Teodoro J. Herbosa, UP Diliman Vice Chancellor for Academic Affairs Evangeline Amor, former Deans of the Virata School of Business, Jaime C. Laya, Emmanuel T. Velasco, Magdaleno B. Albarracin, Jr., Elvira A. Zamora and current Dean Ben Paul B. Gutierrez. They were joined by Distinguished alumni awardees, present and former faculty, non-teaching staff and students of the School.

A photo exhibit showcased the buildings that housed the master's programs of the School from the 1920s to present. Attached is the full-page advertisement that was placed at the main section of the Philippine Daily Inquirer.



UP Virata School of Business opens at Bonifacio Global City Campus

BSP Gov. Espenilla to address freshmen of the graduate programs

Heading a long-standing call to offer its graduate programs closer to Metro Manila's central business districts, the University of the Philippines Cesar E.A. Virata School of Business (UP-VSB) admitted the first batch of students for its masters' programs in the newly-opened UP Bonifacio Global City (UP-BGC) campus this Academic Year 2017-2018. Forty students each were admitted to the Master of Business Administration (MBA) and the Master of Science in Finance (MS Finance) part-time programs.

Newly-appointed Bangko Sentral ng Pilipinas (BSP) governor Nestor A. Espenilla, Jr. will address the incoming



Gov. Nestor A. Espenilla, Jr.

MBA and MS Finance students during the official launch of the degree programs in the said campus. Other distinguished officials and guests of the Virata School of Business and University of the Philippines, including former Prime Minister Cesar E.A. Virata, UP President Danilo L. Concepcion, UP

Diliman Chancellor Michael L. Tan, VSB Dean Ben Paul B. Gutierrez, former deans of the School, and alumni, will also attend.

The UP Bonifacio Global City's 4,300 square-meter lot was donated by the Bases Conversion and Development Authority (BCDA). It accommodates UP Diliman academic units that offer professional degree programs. The campus building named Henry Sy, Sr. Hall was donated by SM Prime Holdings, Inc. UP's MBA alumni such as Roberto P. Alingog, Vicente S. Quimbo, Jr. and Manuel B. Villar, Jr. and the BSBA Class 1960 also donated room equipment and other facilities for use in the graduate programs.



THE UP CESAR E.A. VIRATA SCHOOL OF BUSINESS

The UP Cesar E.A. Virata School of Business (VSB) offers an environment for study in business and management where the students are exposed to the latest management concepts and research in the business field. VSB employs the case method and other teaching approaches where theory and practice are combined to help students understand the business environments in the Philippines and beyond.

The Faculty

The VSB faculty is made up of full-time Professors and part-time Lecturers with

advanced degrees in various disciplines from the University of the Philippines and universities abroad. A majority have Ph.D. and masters' degrees in various areas of business, management, and allied disciplines, whereas the part-time lecturers are experienced industry practitioners. The full time faculty are active in research, consulting work, and civic engagements. The VSB faculty fosters professional relationships with students, alumni, and other stakeholders to keep academic conversations and knowledge production up-to-date and relevant to the community.

The School publishes an annual academic journal, the Philippine Management Review, with contributors coming from the Philippines and around Asia. Recently, in celebrating its 100th anniversary year, the School also released textbook titles on cases and readings in management: Investment Management in the Philippine Setting (3rd edition, editor: Roy C. Ybañez) and Readings on Strategic Management (editor: Emerlinda R. Roman). Several research work of faculty members are also published in reputable international journals in Asia, Europe, and the United States.

THE CESAR E.A. VIRATA SCHOOL OF BUSINESS GRADUATE PROGRAMS

Master of Business Administration (MBA)

The primary objective of the MBA Program is to provide basic training for executive responsibility in business. It is designed for people looking forward to positions of various degrees of management responsibility as well as for those already occupying such positions who feel the need for further education, either to help them in their current work, or to prepare them for further advancement. A secondary objective is to provide specialized training in a selected subject field of business, to help graduates build a career in their chosen field of specialization.

The MBA program curriculum attempts to develop a more generalist perspective in solving business problems and reduced the heavy functional or specialist treatment of business problems. It has a balanced offering of core courses in the functional areas and general management including electives in various specialized topics in business management. The part-time MBA track is designed to meet the needs of working professionals. It can be completed in eight (8) trimesters or two and a half years at six (6) units per trimester. Courses are taught through a mix of teaching methods such as lectures, case studies, structured learning exercises, and computer simulations.

The MBA program consists of 15 core courses and 6 elective courses for a total of 21 courses. The core courses cover functional areas in finance, accounting, operations management, organizational behavior, and marketing. Elective courses include advanced topics in investment, corporate finance, risk management and insurance, international business, consumer behavior, cross-cultural management, organizational development, global marketing, services marketing, quality management, among others.

Master of Science in Finance

In 1997, the School introduced the Master of Science in Finance program, one of the first of its kind in the country. This program is intended to prepare students for a career in financial management, specifically, to undertake the various functions connected with managing financial institutions, as well as the functions of the financial manager/treasurer of non-financial institutions. Likewise, it is designed to prepare students to handle responsibilities related to the regulatory and policy-making functions of the government involving financial markets and institutions.

The Master of Science in Finance part-time program is a 30-unit program of study that is designed to be completed in 20 months (5 trimesters). Students are required to take nine (9) core courses that aim to provide them with a strong foundation of key concepts, techniques, and topics that are crucial to a deeper understanding of the field. The core courses include macroeconomics and the financial system; financial analysis and planning and working capital management; quantitative methods, financial sector regulation and ethics, corporate finance, investment management, financial derivatives, financial risk management; and international finance. Students are also required to take six (6) electives to expose them to specific areas of finance. Electives may include advanced courses in investment management, risk management, monetary economics, financial institution management, controllership, financial institutions and markets, management of commercial banks, among others.

To paraphrase Dr. Benjamin E. Diokno's sentiments in his recent Commencement Address, a UP education imparts not only the lessons of competence but also the gift of grit—the perseverance to pursue one's mission over the course of time. Be a part of the UP VSB vision; be a pillar of honor and excellence.



The Master of Business Administration students at UP-BGC



The Master of Science in Finance students at UP-BGC

OFFICE OF THE PRESIDENT

M E S S A G E



The University of the Philippines welcomes the first batch of students attending the graduate degree programs of the Cesar EA Virata School of Business offered at the UP Bonifacio Global City Campus. By opening its doors to the business community through the launch of the programs, UP expands and strengthens its role in Philippine economic progress.

I would like to acknowledge the three past UP presidents—Francisco Nemenzo, Emerlinda Roman, and Alfredo Pascual—for their role in establishing the UP BGC campus with the assistance of UP alumni and friends of the University.

This new campus will bring the best of UP education much closer to our business community and to students in this part of the metropolis. It is one of many steps UP is taking to broaden its reach, to serve more of our people where they are.

I wish all our MBA and MS Finance freshmen in the UP BGC campus all the best in their studies. Congratulations as well to the faculty and administrators of the UP Virata School of Business for responding to the needs of UP's growing public.

DANILO L. CONCEPCION
President

OFFICE OF THE CHANCELLOR

M E S S A G E



I extend a warm welcome to the first batch of students in the UP Bonifacio Global City graduate business programs.

I thank the full time faculty of the UP Cesar E. A. Virata School of Business for agreeing to hold evening classes at the UP BGC. The UP BGC campus also provides an opportunity to tap many qualified business practitioners in the Makati and BGC areas to serve as lecturers in some of the courses offered by UP-VSB. The involvement of both the full time faculty and the lecturers will surely enhance the delivery of graduate business program courses near the central business districts of Metro Manila.

A warm welcome to the MBA and MS Finance freshmen at UP BGC and congratulations to the faculty of the UP Virata School of Business.

MICHAEL L. TAN, PhD
Chancellor

OFFICE OF THE DEAN

M E S S A G E



On behalf of the faculty, I welcome the first batch of students in the Master of Business Administration and Master of Science in Finance programs in the University of the Philippines Bonifacio Global City.

The UP graduate business programs have a long history starting with the MS Commerce/MS in Business Administration of the 1920s, the Master of Industrial Management of the 1950s and the Master of Business Administration of the 1960s all of which were offered in Herran, Manila near the Escolta business district. The Master of Science in Finance was first offered in 1997 in UP Diliman.

Over the last few decades our faculty have listened to the clamor from the students and industry to have a presence in the central business district of Makati. It was not an easy journey to finally respond to that clamor, preparations for which started during the term of President Francisco Nemenzo in the late 1990s. Presidents Emerlinda R. Roman and Alfredo E. Pascual both contributed to making this event a reality. Thanks are also due to the full time faculty who agreed to trek from their less congested haunts in UP Diliman to teach here.

Congratulations to the pioneer batch of business students at the UP Bonifacio Global City and a warm welcome to the UP Cesar E.A. Virata School of Business.

BEN PAUL B. GUTIERREZ
Dean

Faculty with Doctoral Degrees

Professors Emeriti

Jasmin E. Acuña	Ph.D (Educational Psychology)
Erlinda S. Echanis	Doctor of Business Administration
Epictetus E. Patalinghug	Ph.D (Economics)
Emerlinda R. Roman	Doctor of Business Administration
Lina J. Valcarcel	Doctor of Business Administration

Full-time Faculty

Cristine Margaret R. Atienza	Doctor of Business Administration
Carlos C. Bautista	Ph.D (Economics)
Daniel Vincent H. Borja	Ph.D (Business Administration)
Erik Paolo S. Capistrano	Ph.D (International Management)
Arthur S. Cayanan	Ph.D (Business Administration)
Dave D.G. Centeno	Ph.D (Marketing)
Ben Paul B. Gutierrez	Doctor of Business Administration
Lorna I. Paredes	Ph.D (Mathematics)
Aliza D. Racelis	Ph.D (Business Administration)
Mia Pang-Rey	Ph.D (Mathematics)
Charlotte Justine D. Sicat	Ph.D (Business Administration)
Ivy D.C. Suan	Ph.D (Mathematics)
Vivien T. Supangco	Doctor of Business Administration
Ma. Gloria V. Talavera	Ph.D (Business Administration)
Helena Agnes S. Valderrama	Ph.D (Business Administration)
Joel C. Yu	Ph.D (Business Administration)
Elvira A. Zamora	Doctor of Business Administration

Deans of the UP Cesar E.A. Virata School of Business (1929 – present)

Conrado F. Benitez	1929-1939
Gil J. Puyat	1940
Jose E. Velmonte	1947-1959
Jovino S. Lorenzo	1959-1960
Cesar E.A. Virata	1960-1967
Jaime C. Laya	1967-1974
Emmanuel T. Velasco	1975-1980
Magdaleno B. Albarracin, Jr.	1980-1986
Cesar G. Saldaña	1986-1990
Rafael A. Rodriguez	1992-1998
Elvira A. Zamora	1998-2001
Erlinda S. Echanis	2001-2010
Ben Paul B. Gutierrez	2010-present