



Counter-Clockwise from Top:

1. SoM Building 2 & Mini-Theater
2. Case Room
3. Haidee Benedicto Barcelon Room
4. Angbetic Roa Room



MASTER OF BUSINESS ADMINISTRATION STUDY PLAN

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CORE COURSES

Corporate Finance and Financial Markets
Corporate Financial Reporting
Economic Analysis
Fundamentals of Financial Management
General Management
Management Accounting
Management Control Systems
Management of Information Technology
Management of Innovation
Management Research Methods
Management Science
Marketing Management
Operations Management
Organizational Behavior
Strategic Management I and II

ELECTIVES

Controllership
Consumer Behavior
Entrepreneurship (New Enterprise Planning and Management)
Global Marketing
Human Resource Management
International Finance
Investment Management
Logistics Management
Marketing Research and Analysis
Organizational Development and Change Management
Options and Other Derivatives
Services Marketing and Management
Special Topics in Management
Business Study Mission
Research Project



UNIVERSITY OF THE PHILIPPINES CEBU
SCHOOL OF MANAGEMENT

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MASTER OF BUSINESS ADMINISTRATION

Welcome to the UP Cebu School of Management. Congratulations on considering our MBA program, an experience that promises to enhance your professional prowess, foster personal growth, and provide spaces for exciting networking and business opportunities.

In today's rapidly evolving and discontinuous business environment, an MBA degree has become more crucial than ever before in shaping leaders capable of steering through the challenges of the post-COVID, AI-dominated era.

The UP Cebu MBA program offers that transformative educational experience, arming learners with a diverse array of skills and knowledge that are not only practical for entrepreneurial management, but are sought after by employers across multiple industries.

In alignment with the mission and vision of UP Cebu and the School of Management, our MBA program learning outcomes support aspiring



Dr. Mary Gretchen F. Chaves graduated from UP Cebu in 1981 with a B.S. in Business Management. She received her Doctor of Business Administration from De La Salle University in Manila in 2003.

Dr. Chaves' research interests include consumer research, management education, and consumer environmentalism. Her industry linkages include the Cebu and Mandaue Chambers of Commerce, Julie's Bake-shop, and AboitizLand.



Prof. Rhenoza Barte graduated from the University of the Philippines (UP) in the Visayas, Iloilo in 1998 with a B.S. in Accountancy, and passed the Certified Public Accountant (CPA) licensure exam the following year. He is in the process of finishing his Ph.D. in Business Administration at UP Diliman.

Prof. Barte's research interest is in Economics and Finance.



Prof. Ivy Jumao-as graduated with the degree Bachelor of Science in Commerce major in Management in 1999 from the University of San Jose—Recoletos and earned her Master of Management degree from the University of the Philippines Cebu last 2010.

Her research interests include market feasibility studies, agribusiness, digital marketing, consumer behavior, service quality, eco-tourism, supply chain, and green productivity initiatives.



Prof. Ma. Kresna Navarro Mansueto graduated from Xavier University—Ateneo de Cagayan in 2000 with a B.A. Major in Economics. She earned her M.A. in Economics from the University of the Philippines Diliman in 2014, and is a Ph.D. Economics Candidate at the Ateneo de Manila University.

Prof. Mansueto's research interests include Environmental Economics, Managerial Economics, Microeconomics, Macroeconomics, and Financial Economics.

business professionals and leaders in developing a holistic business perspective, providing networking opportunities with industry leaders and peers, leveraging on the various decision-making tools in the functional areas of organizations, and enhancing leadership capabilities and interpersonal skills.

The MBA curriculum is designed as a blend of rigorous and comprehensive coursework that intertwines academic excellence with practical applications. Our dedicated faculty, facilities, and industry affiliations deliver quality education, helping learners gain real-world insights that shape their careers.

On behalf of the School of Management faculty, we look forward to welcoming you and supporting your journey towards greatness.

DR. MARY GRETCHEN F. CHAVES
DEAN, SCHOOL OF MANAGEMENT



Dr. Marie Jane J. Matero graduated from the University of San Jose—Recoletos in 1991 with a B.S. in Commerce major in Accounting, and passed her CPA licensure exam in 1994. She received her Degree of Public Administration from Cebu Normal University in 2006, and Ph.D. in Business from Chung Yuan Christian University, Republic of China in 2023.

Dr. Matero's research interests include control processes, capital structure, and corporate governance.

Dr. Leahlizbeth A. Sia graduated from UP Cebu in 2000 with a B.S. in Hotel and Restaurant Management. She earned her Doctor in Organizational Development and Transformation from Cebu Doctors University in 2009.

Dr. Sia's research interests include organizational behavior and development. Her industry experience are from privately held companies, food, hotel & restaurant, BPO, human resources, and training & development.

Prof. Dr. Tiffany Adelaine Tan graduated from UP Diliman with a B.S. in Business Economics in 1991. She received her Ph.D. in Business Administration from UP Diliman, Cesar E. A. Virata School of Business in 2013. Dr. Tan's research interests include service quality, consumer behavior, organizational behavior, branding, and management education. Before joining UP Cebu in 2006, she worked at the sales and marketing departments of various companies in the financial, consumer, and oil industries.

Prof. Stevenson Q. Yu graduated from the University of San Carlos in 2002 with a B.S. in Accountancy, and earned his CPA license on the same year. He received his Master of Business Administration from the Nanyang Business School (Singapore) in 2005, and is a CFA Charterholder from 2017.

His research interests include competitiveness, accounting, governance, finance, and pedagogy.

UNIVERSITY OF THE PHILIPPINES CEBU

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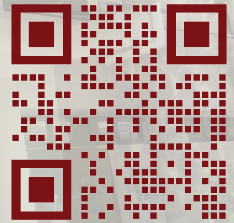
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FREQUENTLY ASKED QUESTIONS

1. How do I get admitted into the MBA program?

Applicants must have at least two years of work experience, and possess basic proficiency in accounting, economics and mathematics. Pre-MBA workshops are offered for students whose backgrounds require enhancement in these areas.

2. What is the length of stay in the MBA program?

The MBA program typically lasts for nine (9) trimesters, or three years.

3. How much does the entire MBA program cost?

Tuition is ₱1,850 per unit or approximately ₱90,000 for the entire program.

4. Do you give out MBA scholarships?

No.

5. Where are classes held?

UP Professional Schools (SRP) and UP Cebu, Lahug.

6. Why a UP MBA education?

The UP MBA prepares students to become leaders of organizations competing in a business environment that has grown increasingly dynamic and complex.

UP as an educational institution is recognized worldwide. Our faculty has appropriate academic preparation and industry experience, supported by industry practitioners as lecturers that complement the faculty.

Discussions are localized, based on international management concepts and theories. Courses are taught through a mixture of teaching methods such as class lectures, the case method, field exposures, and computer simulation.

Additionally, the MBA program has a balanced offering of core courses in both general management, and the functional areas of business. There are also electives in various specialized topics.