

# DBA

Executive Doctor of  
Business Administration

36 Months



WASHINGTON SYCIP  
GRADUATE SCHOOL  
OF BUSINESS



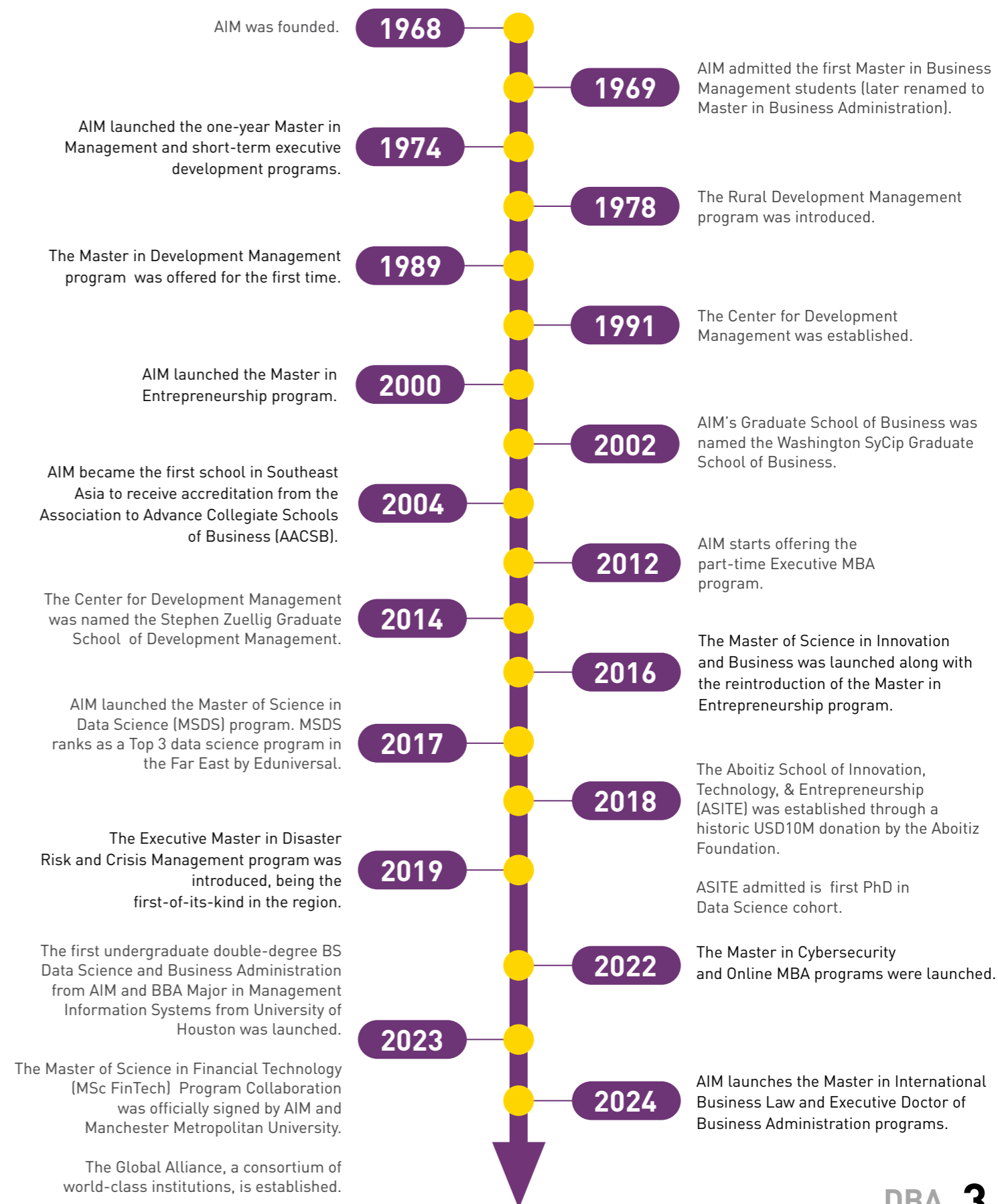
**AACSB**  
ACCREDITED

# Table of Contents

History of AIM	3
Why choose AIM	4
What is WSGSB	6
Program Description	8
Program Learning Goals	9
Program Structure	10
Program Delivery and Schedule	11
DBA vs PhD	11
International Exposure	12
Located in the Heart of Asia	13
Academic Program Director	14
Admissions	15

# HISTORY OF AIM

Since it was founded in 1968 by the Harvard Business School Advisory Group as well as academics and business leaders of the Philippines, AIM has been committed to contributing to the growth of Asian businesses and societies by developing professional, entrepreneurial, and socially responsible managers and leaders.







# WHY CHOOSE AIM

LEAD. INSPIRE. TRANSFORM.

AIM is a pioneering management school with an immersive, supportive, and practitioner-oriented culture that develops managers, entrepreneurs, and leaders who deliver meaningful growth to Asian businesses and societies.

AIM is one of the first South East Asian business schools and the only one in the Philippines to be accredited by the Association to Advance Collegiate Schools of Business (AACSB). AACSB is a global nonprofit association that connects educators, students, and businesses to foster the development of future leaders. Notably, AACSB accreditation is held to a higher standard than many other accreditation bodies, ensuring excellence in business education and promoting innovation and leadership in the industry.





# WHAT IS WSGSB

For over 55 years, the Washington SyCip Graduate School of Business (WSGSB) has been AIM's flagship training ground for business leaders and managers of Asia's emerging markets and societies. Since 1968, more than 7,800 WSGSB graduates from 73 countries have used their AIM degree as their passports to exciting, rewarding, and fulfilling careers. Housing three Master in Business Administration programs plus postgraduate degree programs for cybersecurity and financial technology, WSGSB has been a market leader in developing excellent, dynamic, sustainability-motivated, and empowered business leaders in Asia and beyond. Rounding off the lineup of offerings are the Master of Science in Financial Technology (MSc FinTech), Master in International Business Law (MIBL), and Executive Doctor of Business Administration (DBA), that will debut in 2024.

**Our business and development management programs are exemplified by the following:**

## **Skills and knowledge to unlock the globe**

The curriculum and research at AIM emphasize the contemporary business environment and provide students with insights and skills necessary to succeed in dynamic global markets.

## **A practitioner-oriented approach**

Our academically and professionally qualified faculty have a broad global outlook and wide experience in and knowledge of Asian management and practice. Our approach is practitioner-oriented and our relationships with organizations all over the region are fundamental to the development and enhancement of our programs and activities.

## **Thought leadership**

Our research centers form a nexus where the private sector, government, and civil society connect, converge, and synergize. We draw support from the region in terms of financial contributions and participation by the management and business community in AIM's teaching and research activities.

## **Case study with industry-specific applications**

Our DBA program is strategically crafted for industry-specific applicability. To achieve this goal, we employ the case method as a cornerstone of teaching and learning. Modeled after the Harvard Business School's system, this approach entails in-depth analysis, refining students' analytical, decision-making, and communication skills. We place equal emphasis on research within specialized domains in business management for a dual approach that ensures a comprehensive learning experience with a theoretical mastery and analytical insight understanding needed to thrive in the student's field of study.

## **Learning teams**

To promote collaborative learning and leadership and foster the school's multicultural ethos amongst students, we assign each student to a "learning team." These teams give students a diverse learning environment and opportunities to experience and benefit from multifaceted perspectives.

# Executive Doctor of Business Administration

As AIM continually reaches new heights in its pursuit of excellent, world class education for industry leaders, we are proud to offer one of the most prestigious programs for aspiring high-level professionals. Be a league above leadership and embark on a journey of professional advancement with AIM's Executive Doctor of Business Administration (DBA), designed to catapult senior and executive-level professionals as well as consultants, into a league of their own. Distinguish yourself as a visionary leader with extensive analytical skills and domain expertise to shape the future of business.

Our DBA equips students with advanced research lenses to approach business problems. Experience a paradigm shift in decision-making as you learn to navigate complexities with an evidence-based approach. Our program empowers you to intervene strategically, implementing management solutions grounded in solid research, giving you a competitive edge in the dynamic landscape of contemporary business challenges.

Similar to a PhD but with key differences, our DBA program is immediately applicable in the real-world business environment. This emphasis on practicality ensures that the knowledge and skills acquired throughout the program can be seamlessly integrated into your ongoing professional endeavors. Moreover, it recognizes the demands of a dynamic career and has been structured to minimize interruption to your professional trajectory.

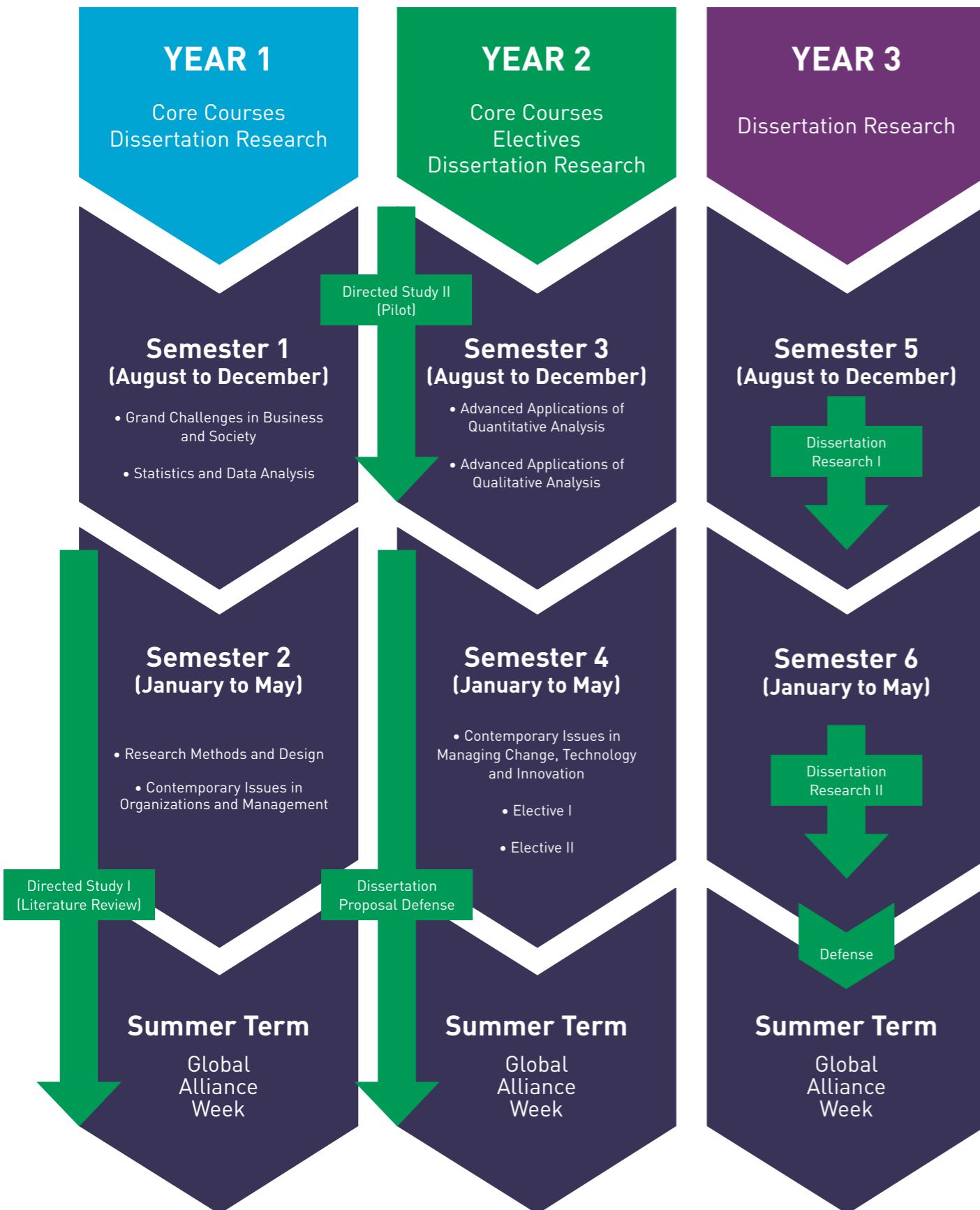
The program is also a catalyst for rapid career growth. Tailored to make you stand out among peers, leverage your own work environment for research and application of theoretical concepts. This symbiotic relationship between academic study and workplace environment enhances the relevance and effectiveness of the program, allowing you to tailor your research to the specific challenges and opportunities within your professional sphere.

Program Learning Goals	Program Learning Objectives*	Skills / Competencies Students have
1. Students will acquire and utilize advanced knowledge in their specialized domain.	1.1 Analyze current trends and issues in their specialized domain 1.2 Integrate theoretical knowledge with domain specific phenomena	Creative thinking skills
2. Students will be practice-oriented business and management researchers.	2.1 Utilize advanced research methods and analytical tools. 2.2 Create new knowledge through original research	Research skills
3. Students will be data-driven business decision-makers.	3.1 Examine business and management problems through existing theories and empirical literature 3.2 Evaluate data to solve business and management problems. 3.3 Develop evidence-based solutions to real-life business and management problems	Problem solving skills

\* Subject to change



# PROGRAM STRUCTURE\*



Total Units: 38 Coursework: 24 Research: 14

\* Subject to change

# PROGRAM DELIVERY AND SCHEDULE

**Two residential weeks per semester in AIM**

- Week 1: 3 days in-person on campus
- Week 2 to 15: Hybrid classes every Saturday (on campus or online)
- Week 16 onwards: 3 days hybrid classes (Thursday, Friday, Saturday)

**Saturday Hybrid classes online**

- 4 sessions every Saturday (1.5 hours per session)

**Executive DBA Global Alliance week**

- Student Research Conference
- Dissertation Presentations, Knowledge Sharing, and Networking
- International partners: University of Houston C.T. Bauer College of Business, and LUISS Business School



## Similarities

- Academically equivalent terminal degrees
- Rigorous study + research
- Write and defend dissertation
- Strong support, serious preparation, and high expectations

## Differences

- DBA has more applied orientation
- DBA requires no career interruption
- DBA may take advantage of own work environment

# INTERNATIONAL EXPOSURE

## Global Alliance Week

The Global Alliance Week is an annual research conference hosted by one of the partner schools. It is where students from across the consortium can come together to discuss and present their research topics to get insight from leading academics, industry leaders, and subject matter experts. Students will have the chance to network with one another and work along side international research supervisors.

## PARTICIPATING SCHOOLS



## Top-Tier Research, Collaboration, and Guidance

Students will have access to research faculty from AIM, UH-Bauer, and LUISS business school as dissertation supervisors and mentors. Courses will be handled by faculty with international experience and active research portfolios in specialized domains.

## Global Alliance Week

Students can take part in a Student Research Conference hosted by our partner institutions. They will have the opportunity to present their work-in-progress dissertations, engage in knowledge sharing sessions, and build their international network.

## LOCATED IN THE HEART OF ASIA

A melting pot of cultures, Asia, and specifically the Philippines, gives students a rich background in Asian culture coupled with western-style education.

### 1. Western-style Education with a Focus on Asia

Since the 1940s, the Philippines has adopted Western pedagogical methods in its education system. With AIM's particular emphasis on the Harvard case study method, pursuing a postgraduate degree in the Philippines affords students a fusion of effective and practical approaches with the nuance and insight of Asian traditional business practices providing a diverse and balanced educational approach.

### 2. Multicultural Learning Environment

Students are exposed to a multicultural learning environment where they can benefit from insights from leading researchers, practitioners, and educators from the world's biggest and most varied continent.

### 3. English as the Medium of Instruction

English serves as the medium of instruction in institutions in the Philippines. This enables students from Western and Asian backgrounds to effectively communicate and collaborate with each other, enhance cross-cultural exchange, and open doors to global opportunities.

### 4. Global Recognition and Accreditation

AIM is the first school in the country to be accredited by the Association to Advance Collegiate Schools of Business (AACSB), and it is also a part of the Global Network for Advanced Management (GNAM), an exclusive partnership between 32 international business schools.

### 5. A Foothold in Asia

Students are provided the opportunity to build a diverse network of contacts from both Western and Asian backgrounds. Connecting with professors, professionals, and fellow students from different cultures and academic disciplines can lead to valuable collaborations, internships, and career opportunities that span international borders.

### 6. Unique Research Opportunities

Asia offers unique research opportunities for data-driven students. Its geographical location, coupled with a rich social and environmental ecosystem, make it a hub for research and innovation. Students can partake in groundbreaking research projects that address pressing global issues.

## Makati: Metro Manila's Business District

Makati is the primary central business district in Metro Manila and one of the major financial and commercial hubs in the Philippines. It is home to many multinational corporations, banks, financial institutions, and other business establishments.

It is also centrally located in Metro Manila, making it easily accessible from different parts of the metro. It has a well-developed transportation infrastructure, including major highways, public buses, and a mass rapid transit (MRT) system.

Students can experience a vibrant cultural and entertainment scene within the city's numerous shopping malls, restaurants, cafes, art galleries, theaters, and museums. Lots of options are available for leisure activities, cultural experiences, and socializing.

Proximity to professionals, industry leaders, and multinational companies in Makati can enhance your career prospects, especially in fields, such as general management, banking and finance, data science, development, innovation, financial technology, cybersecurity, and entrepreneurship. This provides unique networking opportunities to students looking to establish strong connections within the region.



# ABOUT THE ACADEMIC PROGRAM DIRECTOR



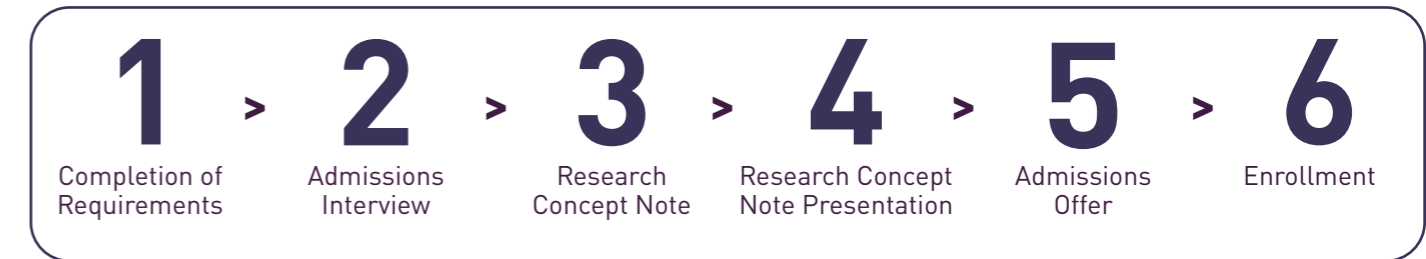
**JAMIL PAOLO S. FRANCISCO, PhD**  
Academic Program Director  
Executive Doctor of  
Business Administration

Professor Jamil Paolo S. Francisco, PhD, is the Academic Program Director for the Executive Doctor of Business Administration program (DBA) and the Executive Director of the Rizalino S. Navarro Policy Center for Competitiveness. With a distinguished professional background, Professor Francisco has served as a Consultant to private companies and NGOs, and has led research projects for Konrad Adenauer Stiftung Social Economic Policies Asia (KAS SOPAS), Asia Pacific Foundation of Canada (APFC), Philippine Institute for Development Studies (PIDS), and the International Development Research Centre's (IDRC) Economy and Environment Program for South East Asia (EEPSEA). He is an internationally published researcher and author. He has an extensive list of international publications, including peer-reviewed journal articles in economics and entrepreneurship, and a book on business strategy among companies in Southeast Asia.

His commitment to impactful research is complemented by a robust academic foundation, including a PhD in Economics, a Master's in Economics, and a Bachelor of Science in Management, all earned at Ateneo de Manila University.

# ADMISSIONS

Our Student Recruitment and Admissions Team will assist you in applying for the upcoming Executive Doctor of Business Administration Cohort. Email [dba@aim.edu](mailto:dba@aim.edu) or visit [wsgsb.aim.edu](http://wsgsb.aim.edu) for more details.



## Eligibility Criteria

- Must have an MBA or masters degree (or an equivalent qualification in any discipline), to be evaluated by the program's Admissions Committee
- Must have at least 10 years of senior level business, management, consultant, or policy-making experience
- Proficiency in oral and written English
- Must have an accepted research concept note or proposal

## Application Process

1. Send the following documents to [dba@aim.edu](mailto:dba@aim.edu)
  - a. Application form: <https://aim.powerappsportals.com/apply-now/>
  - b. Copy of postgraduate diploma
  - c. Copy of ID page of passport
2. Qualified applicants will undergo an admissions interview with the program faculty
3. Applicants who passed their interview must submit a Research Concept Note following the prescribed format. [Research Concept Note](#)
4. Research Concept Note must be presented to a panel composed of program faculty and your potential supervisor.\*
5. Admissions result will be sent via [dba@aim.edu](mailto:dba@aim.edu)
6. To enroll, reserve a slot by paying a USD1,000 registration fee which will be deducted from the total program fee.

\*Your Research Concept Note may or may not become your research proposal.

Program Fee <b>USD56,400</b>	<b>USD9,400</b> Semester 1	<b>USD9,400</b> Semester 2	<b>USD9,400</b> Semester 3
Intake <b>SEPTEMBER   APRIL</b>	<b>USD9,400</b> Semester 4	<b>USD9,400</b> Semester 5	<b>USD9,400</b> Semester 6

AIM graduate degree alumni may enroll at a reduced fee of 20%





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**ASIAN INSTITUTE OF MANAGEMENT**

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