The **Philippine School of Business Administration – Manila (PSBA-Manila)** was founded in October 1963, initially called Philippine Accounting and Taxation Training Services, Inc. (PATTS) and has produced top placers in the National Certified Public Accountant (CPA) board examination. After three years of operation, because of consistent top performance of its student reviewees, it was incorporated into a full-fledged school in 1966, renamed as the Philippine School of Business Administration (PSBA).

PSBA started offering the Master in Business Administration (MBA) program in 1979. In the school year of 1993-1994, the Department of Education, Culture, and Sports (DECS) authorized PSBA to offer the Doctor in Business Administration (DBA) course.

PSBA-Manila is regarded as one of the reputable institutions of higher learning in the country. It is a member of the Philippine Association of Colleges and Universities and the Philippine Association of Collegiate Schools of Business. PSBA-Manila is also accredited by the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) and is also part of United Nations Educational, Scientific and Cultural Organization's (UNESCO) and the International Association of Universities (IAU) so called IAU/UNESCO List. The School is committed not only to the education of Filipinos, but also of other nationalities as well and has cooperative ventures with business schools in Indonesia and Pakistan.

The Philippines has witnessed a large number of natural calamities, primarily from typhoons and floods. The number and intensity of these severe weather events heightened due to the effects of climate change. The tremendous damage caused by these disasters to lives and businesses has prompted PSBA-Manila to do research on Disaster Risk in order to mitigate or minimize the damages not only for the School, but also for inclusion in its programs on business continuity.

Thus, Researches on Disaster Risk in PSBA started in 2001, when Dr. Teodoro Santos and Prof. Harry Lorenzo along with Dr. Teodorico Molina approved the proposal of Dr. Tabassam Raza, while taking up his Doctorate in Business Administration, for his dissertation that was focused towards Disaster Risk Management (DRM). The pilot research entitled *"Strategic Model: Conceptualization and Implementation of a Total Disaster Risk Management: Cherry Hills Tragedy, Antipolo City"*, was published in 2003 as a first of its kind of researches on disasters in the Philippines. In 2003, the **Disaster Risk Management Unit (DRM Unit)** was founded under the Graduate School Research Center of PSBA where Dr. Raza was appointed Special Associate for the DRM and Information Technology (IT) Researches and Projects for PSBA. From here on, researches on DRM with focus on Business Continuity were done under the name of the School.

One of the primary objectives of the DRM Unit is to provide support for formal DRM education for local and international citizens in order to uphold the Republic Act 10121 of the Philippine Government, which mandates to *"Uphold people's right to life and property… by addressing the root cause of vulnerability to disasters…"*, and the lack of a formal DRM education in the country is a huge gap causing vulnerability of its citizens to disasters. This aligns with the Hyogo Framework of 2005-2015 and its continuation, the Sendai Framework of 2015-2030, citing the need for DRM to be incorporated in public and private institutions, including academia.

On October 1, 2013, PSBA-Manila began estimating demand for this formal specialization program on DRM and prepared its course contents, governing structure, and established partnerships. In 2015, PSBA-Manila requested formal authorization from the Commission on Higher Education (CHED) to offer the Disaster Risk Management specialization in its existing Master in Business Administration (MBA-DRM) program. After two years of keen evaluation and acquiring proper authorization, the goal for the DRM Unit was realized as the MBA-DRM program was launched in the first semester of Academic Year (AY) 2017-2018. PSBA-Manila became the first private Higher Education Instution (HEI) to offer a formal DRM program in the Philippines.

Presently, the DRM Unit has research fellows from local and international fellowship partners who research on significant DRM topics and share their expertise and knowledge on DRM in changing climate at various international symposiums and colloquiums co-organized by PSBA-Manila.

Mission of the DRM Unit

> *To enable men and women achieve their leadership and frontliner role in the field of Disaster Risk Management in changing climate especially focusing on Business Continuity and Contingency; and raise awareness, knowledge dissemination, and mainstreaming Disaster Risk Management in every aspect of the community from local to national levels.*

Objectives of the DRM Unit

1. Develop and support a formal education program on DRM for current and future community leaders.
2. Support and improve existing DRM Unit Programs, Projects, and Research Activities.
3. Organize Local and International DRM-related Seminars, Symposia, Workshops, Training Programs, and similar activities, predominantly on Business Continuity and Contingency Planning.
4. Offer short certificate courses for leaders, advocates, and professionals involved in DRM and Climate Change Adaptation (CCA) of their respective communities.
5. Create face-to-face and online venues for peer-to-peer knowledge sharing, participatory process, and open dialogue of local leaders, advocates, and professionals involved in DRM and CCA.

Programs

The MBA-DRM Program

The MBA-DRM program is a formal education program accredited by CHED offered in PSBA-Manila as a first of its kind in the Philippines. This participatory and practice-oriented program trains students to become future disaster managers who will create DRM plans and programs for their communities and workplaces with their capacity to work and link with public and private sectors in sharing, disseminating, and mainstreaming DRM in every functions of the community.

MBA-DRM students in specialization classes and workshops

Subjects are modern and innovative, including Damage, Loss, and Need Assessment (DLNA), Crisis Management, Geographic Information Systems (GIS), Environmental Impact Assessment, among others, ensuring a well-rounded experience that is relevant to the developing and ever-changing world. In addition, students are required to observe similar programs in PSBA-Manila networked universities via foreign travel in order to learn about trends relevant to DRM. Further, they also conduct at least one international conference per year on relevant DRM topics with focus on Business Continuity.

Joint Venture with UP PLANADES for Lahore College for Women University, Pakistan

The DRM Unit has partnered with Lahore College for Women University (LCWU), Lahore, Pakistan, and University of the Philippines Planning and Development Research Foundation, Inc. (UP PLANADES), in organizing international seminars on Disaster Risk Management towards Business Continuity.

International Seminar co-organized by LCWU, UP PLANADES, and PSBA-Manila DRM Unit on February 19-20, 2018

LCWU
LAHORE COLLEGE FOR WOMEN UNIVERSITY

UP PLANADES

Joint Venture with the Quezon City Government and UP PLANADES, Philippines

The Quezon City Government (QCG) has scholars for PSBA-Manila's MBA-DRM program. As part of research fellows in the DRM Unit, they have provided their technical assistance and expertise in crafting the Local Climate Change Action Plan (LCCAP) 2017-2027 of the QCG. In partnership with UP PLANADES, the DRM Unit and QCG have organized two international symposiums, inviting local and international experts to present on relevant DRM topics with focus on Business Continuity.

MBA-DRM scholars during an International Symposium organized by PSBA-Manila

LCCAP Planning Workshop for the QCG

Collaborating with Asian Institute of Technology, Thailand

The PSBA-Manila DRM Unit is colalborated with the Disaster Preparedness, Mitigation and Management (DPMM) of Asian Institute of Technology (AIT) and has an ongoing exchange between the institutions. During these exchanges, the DRM Unit research fellows travel to AIT in order to participate in workshops on relevant topics on DRM and CCA.

International Symposium of NHEPRN and PSBA-Manila DRM Unit

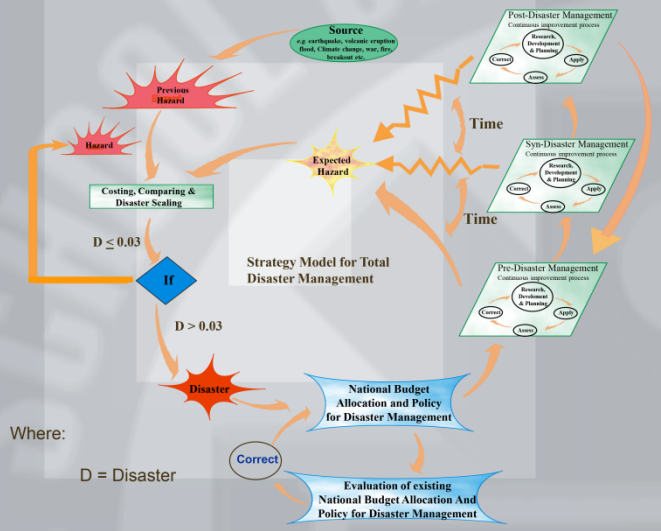
Partnership with the National Health Emergency Preparedness & Response Network, Pakistan

The PSBA-Manila DRM Unit in partnership with the National Health Emergency Preparedness & Response Network (NHEPRN) has organized the Seminar on Pakistan Perspective towards Disability-Inclusive Disaster Risk Reduction (DI-DRR): Rights of Persons with Disabilities on February 15, 2018.

Projects and Researches

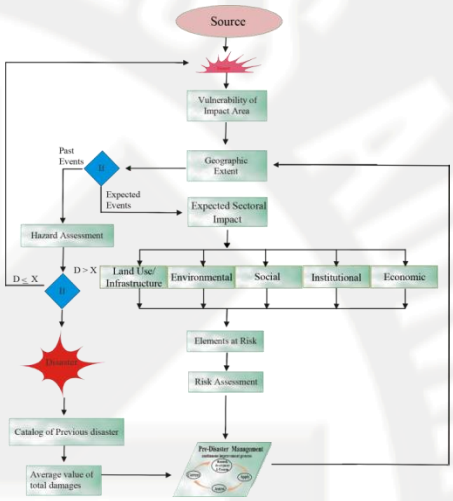
The following is a non-exhaustive list of major DRM-related projects completed by the PSBA-Manila DRM Unit.

Strategic Model: Conceptualization and Implementation of a Total Disaster Risk Management: Cherry Hills Tragedy, Antipolo City



Total Disaster Risk Management Model (Source: Raza, 2002)

Disaster Damage Costing: Hazard Assessment and Risk Attenuation Model (HARAM): Integration in Development Planning



Hazard Assessment and Risk Attenuation Model (Source: Raza 2006)

Increase in Total Construction Cost when Recommended Mitigating Measures are not Followed: A Case Study of a Subdivision on Sloping Ground

Increase in Total Construction Cost when Recommended Mitigating Measures are not Followed: A Case Study of a Subdivision on Sloping Ground (Source: Raza, 2003)

Mainstreaming DRR in Cantonment Physical and Development / Redevelopment Planning Framework; Case Studies of Attok, Wah and Rawalpindi Cantonments

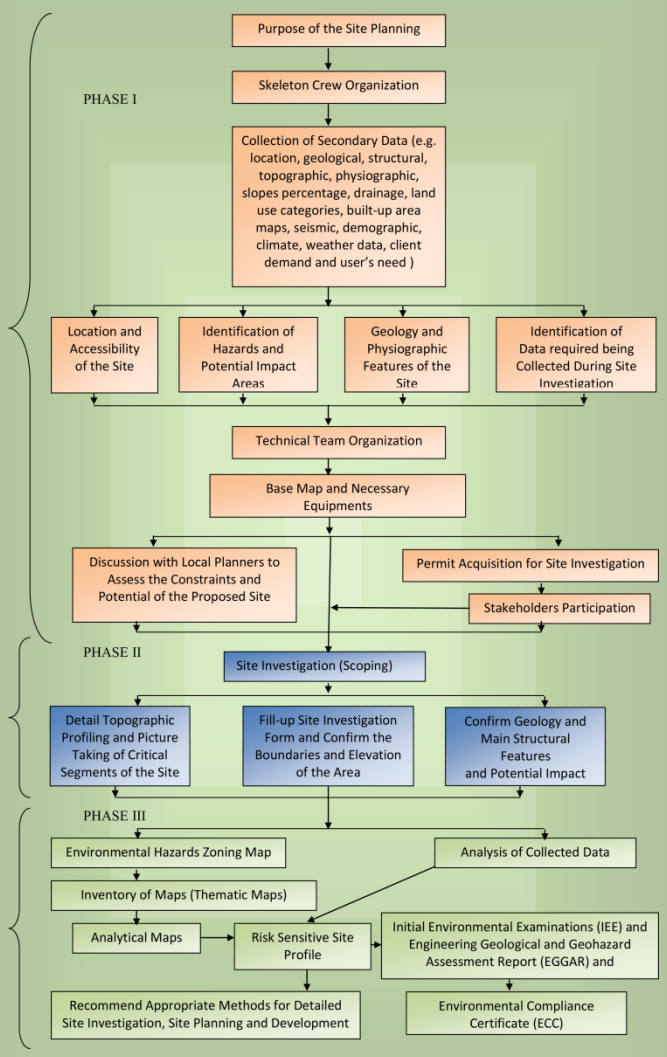
Flood Extent of Attok, Wah, and Rawalpindi Cantonments in 2010 (Source: Raza, 2011)

Pre-Disaster Management of Earthquake by Petron Service Stations along Marikina Fault, Master Thesis

PRE-DISASTER MANAGEMENT AND PLANNING STRATEGY MODEL																
MITIGATION									PREPAREDNESS						PREVENTION		
ADVANCE PLANNING			HAZARD EVALUATION		ECONOMIC PROTECTION				RESOURCE MANAGEMENT						RISK MANAGEMENT		
PUBLIC AWARENESS	CORPORATE GUIDELINES	GOVERNMENTAL POLICIES	COMMUNITY INVOLVEMENT	LAND USE AND ZONING	MEDICAL INSURANCE	LIFE INSURANCE	PROPERTY INSURANCE	EMERGENCY SUPPLIES	FIRE EXTINGUISHER	EMERGENCY MEDICAL CARE	COMMUNICATION PLAN	TRAINING DRILLS	BUILDING DESIGN	RETROFIT/RESTRENGHTEN	ENVIRONMENTAL LAWS	

Pre-Disaster Management and Planning Strategy Model
(Source: Cajigal, 2007)

Anatomy of Site Profiling Towards Environmental Hazards Reduction

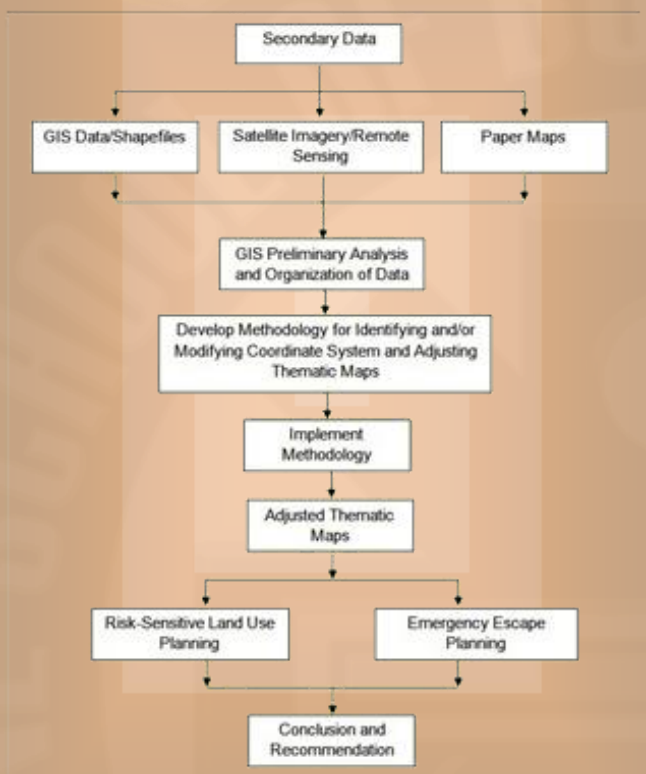


Anatomy of Site Profiling Model
(Source: Raza, 2006)

Development and Application of a Process in Preparing Local Climate Change Action Plan (LCCAP): An Urban Sustainability Framework (USP), Quezon City, Philippines

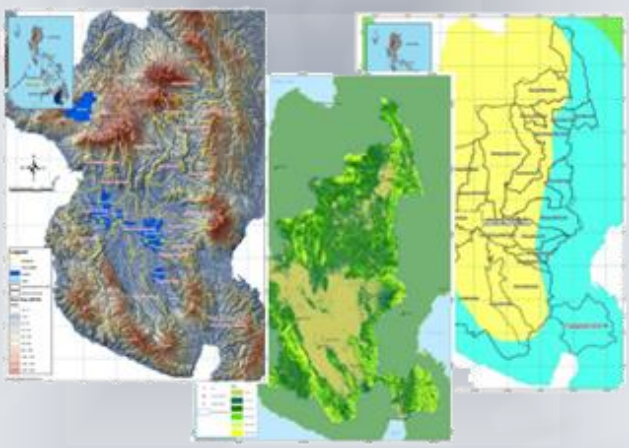
Presentation of the study during the Sustainable Built Environment 2016: Manila Conference, "Sustainable Built Design"
July 13-15, 2016 at Acacia Hotel, Alabang, Muntilupa City, Philippines

Geo-referencing of Thematic Maps using Geographic Information System (GIS): Applications for DRR/Risk-sensitive Land Use and Emergency Escape Route Planning, Kathmandu Metropolitan City



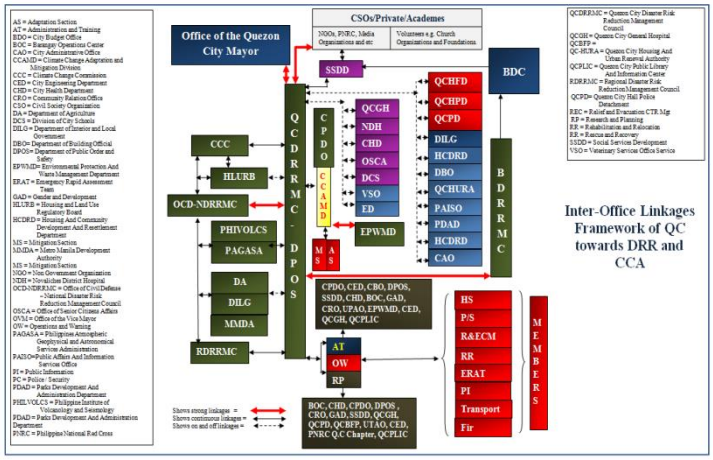
Conceptual Framework of the Study. Full study is available at http://www.un-spider.org/book/5154/4c-challenge-communication-coordination-cooperation-capacity-development (Source: Raza, 2010)

External Review – Identifying Gaps in Disaster Risk Reduction Management Approach in Mindanao River Basin Integrated Management and Development Master Plan and Corresponding Recommendations



Mindanao River Basin Integrated Management and Development Master Plan (Source: Raza, 2010)

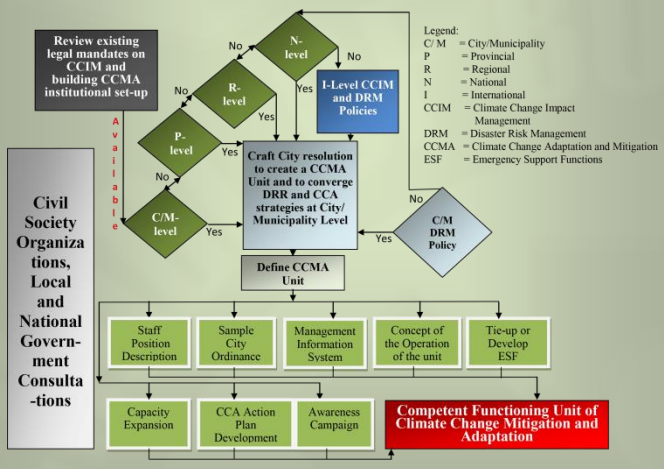
Strengthening Urban Governance and Adaptive Capacity Building for Climate Change Adaptation (CCA): Characteristics of Quezon City Government (QCG) Resilience



Inter-Office Linkages Framework of QC towards DRR and CCA framework for the study (Source: Raza, 2015)

Hon. Mayor Herbert Bautista, third from the left, with local and international experts on DRM during the Future Perfect Quezon City International Conference, 2015, where the study was presented

Framework in Structuring a Competent Functioning Unit of Climate Change Adaptation and Mitigation (CCAM) at City/Municipality: Emerging CCA and Disaster Risk reduction (DRR) Strategies



Framework in Structuring CAMM competent functioning unit (Source: Raza, 2012)

Strengthening Urban Governance and Capacity Building for Disaster Risk Reduction and Climate Change Adaptation: Characteristics of Quezon City Resilience

The study presented in the 12th APRU Research Symposium on Multi-Hazards held on March 7 to 8, 2016 at Kyoto University, Kyoto, Japan

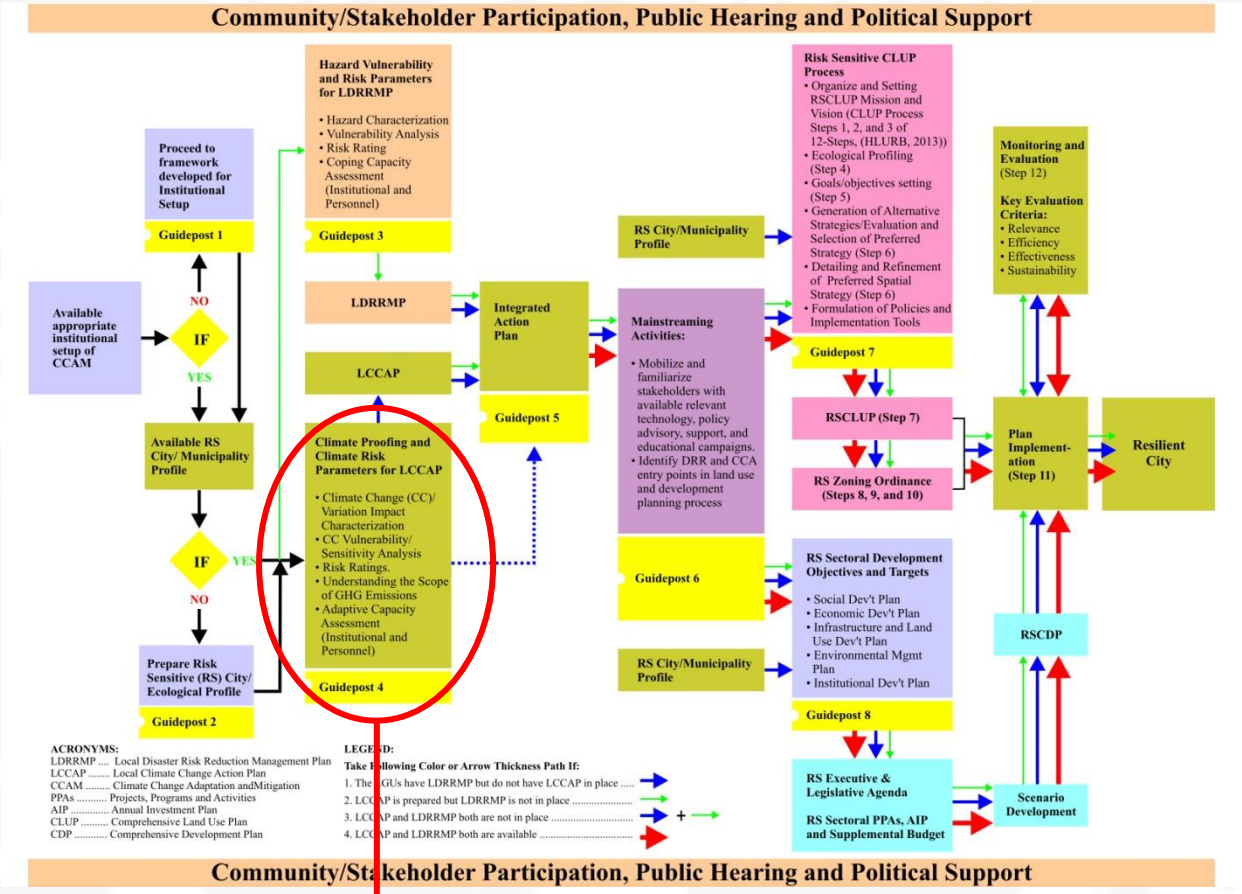
2nd International Disaster Risk Management Research Colloquium 2017

Local and international DRM resource speakers and attendees of the 2nd International Disaster Risk Management Research Colloqium 2017 at QCX Theater, Quezon City, Philippines, on October 14, 2017

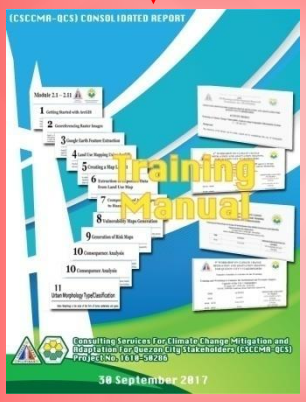
Products

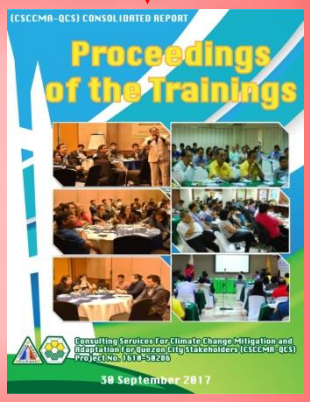
Risk-Sensitive Comprehensive Land Use and Development Planning (RSCLUDP) Model

The RSCLUDP Model has been used to create Local Climate Change Action Plans (LCCAP) and its corresponding workshops and training manuals, such as the **Quezon City Local Government Climate Change Action Plan (LCCAP) 2017-2027**.



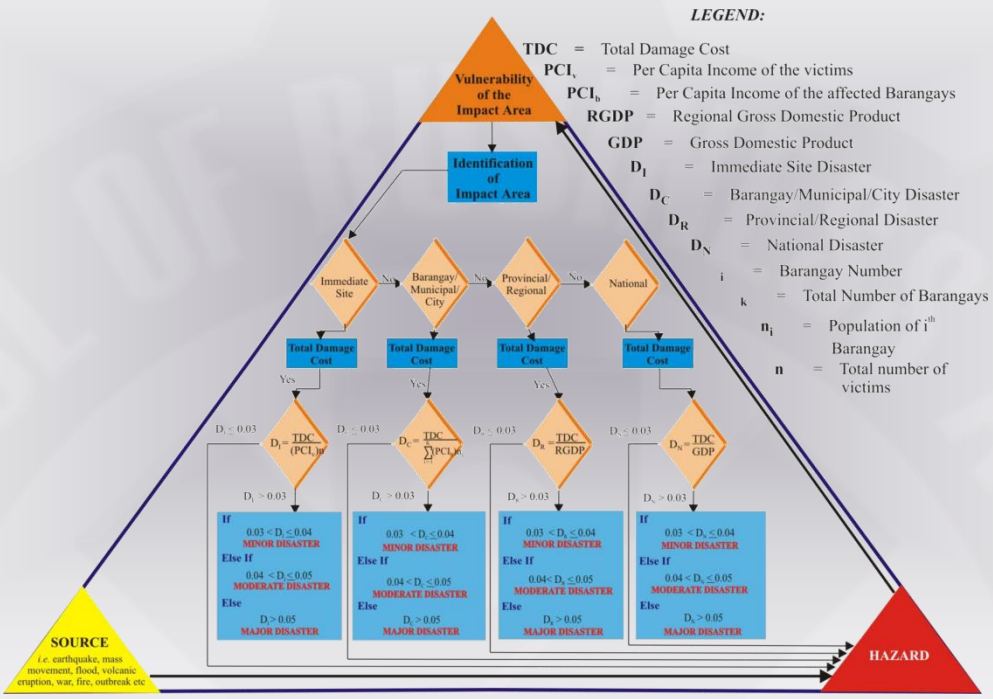
The RSCLUDP Model





Quezon City LCCAP 2017-2027, including training manual and workshop proceedings

Estimation of Economic Damages Caused by Disasters: Event Impact Rapid Assessment and Disaster Scaling (EIRADS) Calculator



Conceptual framework for the EIRADS Calculator

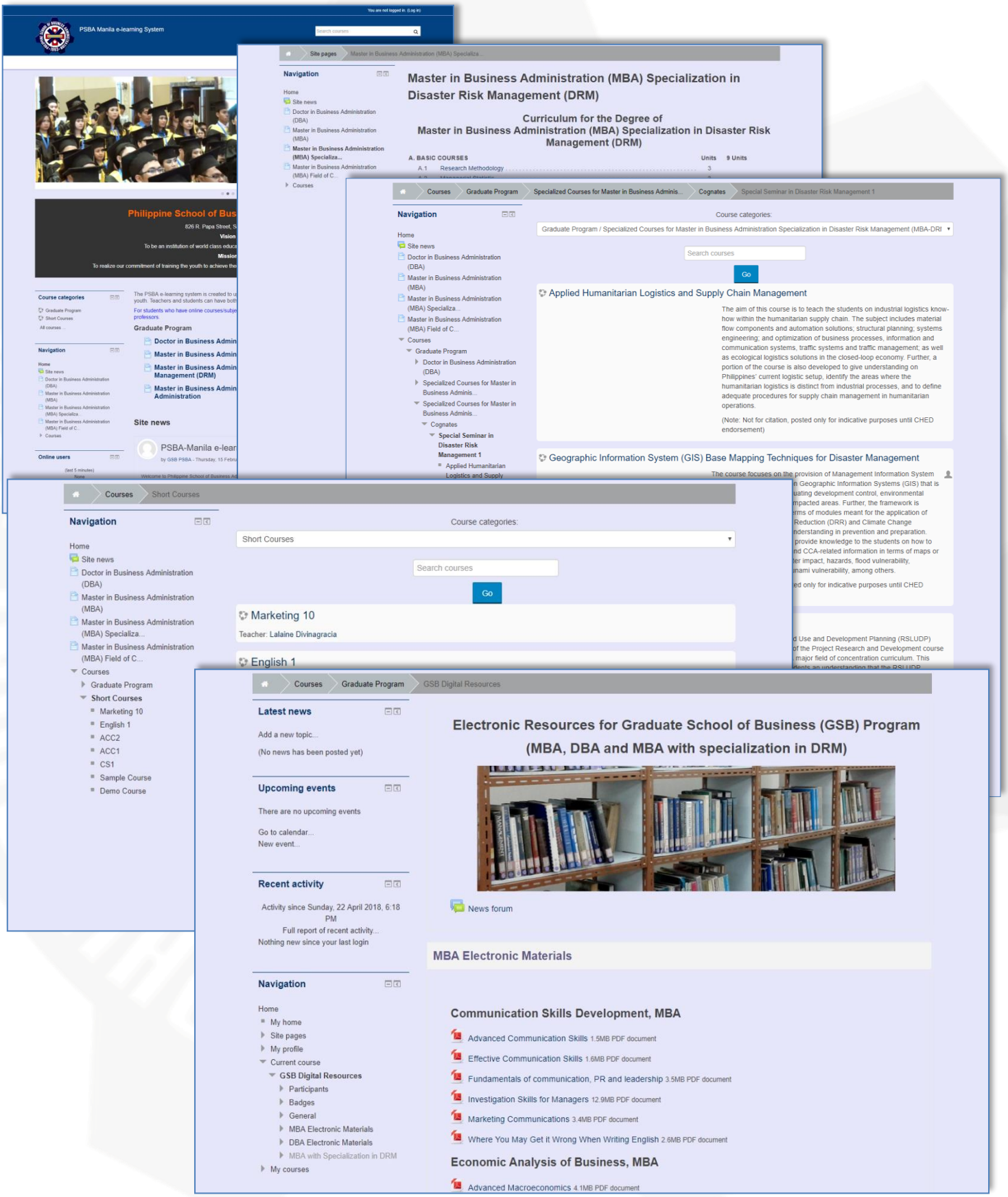
The MBA-DRM Program

Master in Business Administration (MBA) Specialization in Disaster Risk Management (DRM)

Curriculum for the Degree of Master in Business Administration (MBA) Specialization in Disaster Risk Management (DRM)

		Units	
A. BASIC COURSES			**9 Units**
A.1	Research Methodology	3	
A.2	Managerial Statistic	3	
A.3	Financial Accounting (formerly Intro. to Financial Management)	3	
B. MAJOR FIELD OF CONCENTRATION			**21 Units**
B.1	Financial Management	3*	
B.2	Marketing Management	3	
B.3	Production and Operations Management	3*	
B.4	International Business	3	
B.5	Management Information System	3*	
B.6	Management Policies	3*	
B.7	Project Research and Development	3*	
C. COGNATES (Any three of the following)			**9 Units**
C.1	Human Behavior in Organization	3	
C.2	Economic Impact of Natural Disasters	3	
C.3	Organization Theory and Design	3	
C.4	International Marketing	3	
C.5	Entrepreneurial Management	3	
C.6	Managerial Accounting	3	
C.7	Damage, Loss and Need Assessment (DLNA)	3	
C.8	Crisis Management	3	
C.9	Community Based Disaster Risk Management	3	
C.10	Special Seminar in Disaster Risk Management 1	3*	
	Special Seminar in Disaster Risk Management 2	3*	
C.11	Environmental Impact Assessment	3	
D. THESIS WRITING			**6 Units**
D.1	Thesis Writing 1 & 2	6	
		GRAND TOTAL	**45 Units**

PSBA-Manila e-Learning Portal – http://psbaelearning.psba.edu



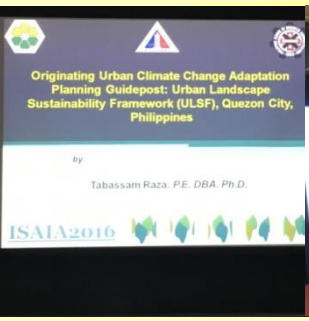
People

The DRM Unit has a total of 41 personnel as part of its research fellowship program and internal support staff as of April 2018. The organization's departments are staffed by qualified and capable people whose expertise covers a broad range of topics related to DRM with focus on Business Continuity.

Board of Trustees

- **Jose F. Peralta**, BBA, MBA, DBA, CPA – Chairman and President of PSBA-Manila;
- **Antonio M. Magtalas**, BBA, MBA, CPA – Vice-Chairman;
- **Harold Anthony Martin P. Lim**, BSA, MBA, DBA – Member and Corporate Secretary;
- **Oliver Francis Raymund P. Lim**, AB-EM, LLB – Member;
- **Atty. Vincent Cruz** – Assistant Corporate Secretary.

Awards and Accreditations



Academic Session Award 2016 awarded during 11th International Symposium on Architectural Interchanges in Asia (ISAIA 2016) held on September 20 to 23, 2016 at Tohoku University, Sendai, Miyagi, Japan

Partners and Linkages

GS FAME Institute of Business — *Indonesia*

DPMM Disaster Preparedness, Mitigation and Management — *Thailand*

UP PLANADES; LUNGSOD QUEZON PILIPINAS — *Philippines*

NHEPRN; LCWU Lahore College for Women University — *Pakistan*

ACCCRN Asian Cities Climate Change Resilience Network — *Asia*

GADRI Global Alliance of Disaster Research Institutes; Sustainable Development Solutions Network, A Global Initiative for the United Nations — *Global*

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