

PROGRAMS

Bachelor of Science in Business Administration (BSBA)

Major in Business Economics

Academic Year 2018-2019

Reference CMOs: CMO 17, s. 2017, CMO 4, s.2018 and CMO 20,s. 2013

Curriculum Description

The Bachelor of Science in Business Administration major in Business Economics program prepares graduates for careers in banking, economic and development planning, as well as general management. The program focuses on the relationship of business operations and the economy as a whole. It integrates economic principles and strategies into standard business practices so that the student can have both the micro view of how the business can acquire capital, generate profit and efficiently produce goods and services, as well as the macro view of how external economic factors such as government regulation can affect, and should influence, business decisions.

Program Objectives

To produce business professionals who:

1. Assume supervisory and/or managerial responsibilities within their organization;
2. Pursue graduate studies in business and management; and
3. Manage a business.

Program Outcomes

Students of BS Business Administration should be able to:

1. Analyze the business environment for strategic direction;
2. Prepare operational plans;
3. Innovate business ideas based on emerging industry;
4. Manage a strategic business unit for economic sustainability; and
5. Conduct business research.