Republic of the Philippines
**BATANGAS STATE UNIVERSITY**
Pablo Borbon Main I, Batangas City, Philippines 4200
**COLLEGE OF ACCOUNTANCY, BUSINESS, ECONOMICS AND
INTERNATIONAL HOSPITALITY MANAGEMENT**
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**CURRICULUM**
**Doctor in Business Administration (DBA)**
Academic Year 2018 – 2019
CMO 09, s. 2003; CMO 36, s. 1998

**Curriculum Description**

The Doctor of Business Administration (DBA) is an advanced postgraduate research degree that emphasizes professional business practice. It builds on the existing strengths of the students and provides them with the opportunity to develop research skills, enhance their understanding of contemporary business theories and gain a competitive advantage in business by conducting in-depth research in their chosen discipline. It is designed to advance their professional development in the business management arena by expanding their knowledge and perspectives in critical areas of management related to promoting humanistic, socially responsible and sustainable business.

**Program Objectives**
1. Analyze internal and external environmental influences on organizations in order to develop strategic plans for the management of change and the development of their organizations.
2. Apply business research studies and demonstrate critical thinking in order to assess their quality and applicability in improving the effective handling of business management problems.
3. Demonstrate and apply knowledge of behavioral, policy and strategic issues to improve the effectiveness of their own organizations.
4. Design and implement a range of quantitative and qualitative research methods frequently used in business research to solve current business management problems.
5. Demonstrate superior oral and written communication skills relevant to business. Possess effective communication skills, specifically write business documents clearly, concisely, and analytically and speak in groups and in public clearly, concisely and analytically, with appropriate use of visual aids.
6. Demonstrate application of theoretical knowledge to the advancement of business practice in a live organizational business setting.
7. Exemplify a high level of professionalism, leadership and independence based-on expertise in a challenging business organizational setting.

**Program Outcomes**
1. Integrate and apply theory and scholarly research to develop innovative approaches to business problems in global and diverse environments.
2. Apply and communicate strategic approaches to business practice and planning.
3. Develop and apply critical thinking to business problems and opportunities.
4. Integrate ethical concepts and integrity into sustainable business models.
5. Develop expertise within and across functional and cross functional disciplines.
6. Integrate internal and external factors with analytical techniques to support evidence based decision making.
7. Apply collaborative techniques to develop business relationships, partnerships and alliances.
8. Communicate and disseminate advanced business knowledge and research thru publication, teaching and consultation.

**Curriculum Components**

| SUMMARY | |
| --- | --- |
| **Courses** | **Number of Units** |
| Foundation Courses | 12 |
| Major Courses | 18 |
| Elective Courses | 9 |
| Dissertation Writing | 12 |
| | **51** |

**PROGRAM OF STUDY**

| Course Code | Course Title | Number of Units |
|---|---|---|
| **FOUNDATION COURSES (12 Units)** | | |
| BA 601 | Methods of Quantitative and Qualitative Research | 3 |
| BA 602 | Multivariate Statistics | 3 |
| BA 603 | Leadership and Organizational Transformation | 3 |
| BA 604 | Seminar in Global Issues and Trends in Business | 3 |
| **MAJOR COURSES (18 Units)** | | |
| BA 605 | Theories and Models of Organization | 3 |
| BA 606 | Asian Economic Analysis | |
| BA 607 | Corporate Finance | 3 |
| BA 608 | Risk Management and Analysis | 3 |
| BA 609 | Marketing Decision Models | 3 |
| BA 610 | Organizational Development | 3 |
| **ELECTIVE COURSES (9 Units)** | | |
| BA 611 | Business Ethics and Corporate Social Responsibility | 3 |
| BA 612 | Entrepreneurship in Global Perspective | 3 |
| BA 613 | Corporate Planning and Strategies | 3 |
| BA 614 | Fiscal and Monetary Policies | 3 |
| BA 615 | Empirical Methods in Business Policy | 3 |
| BA 616 | Enterprise Information Systems | 3 |
| **DISSERTATION WRITING (12 Units)** | | |
| DW I | Seminar in Dissertation Writing (Proposal) | 4 |
| DW II | Dissertation Writing (Final Defense) | 8 |
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| | **TOTAL** | **51** |