

CURRICULUM
Master in Business Administration (MBA)
Thesis Program
Academic Year 2018 – 2019
CMO 09, s. 2003; CMO 36, s. 1998

Curriculum Description

The Master of Business Administration (MBA) is designed for experienced professionals who wish to develop their managerial skills to operate effectively in an increasingly competitive and evolving global business environment. It is designed to develop capable, socially responsible and mature managers and leaders in today's global marketplace. The program focuses on those skills needed by business professionals; such as analytical reasoning, communication, leadership, and strategic thinking. The curriculum emphasizes applications in the current demand of Asian and multinational corporations integrating global trends in information systems application.

Program Objectives

1. Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment.
2. Create teamwork and develop leadership skills in the evaluation of organizational conditions using a system perspective.
3. Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues.
4. Demonstrate an understanding and appreciation of ethical principles both the professional and community level.
5. Apply critical reasoning processes to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.
6. Develop good oral and written communication skills relevant to business.

Program Outcomes

1. Communicate through various business channels such as oral, written and multimedia in order to create alignment and implement strategies for business results.
2. Analyze and evaluate management challenges and opportunities and propose action plans based on learned business theories and practices.
3. Prepare and recommend strategic functional and operational plans for business in a sustainable socially responsible and ethical manner considering the needs of the community and national development.
4. Posses 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.
5. Enhance graduates' competencies to integrate and synthesize the various business areas and to develop cross-functional approaches to organizational issues.
6. Manifest comprehensive knowledge of the functional areas of business such as accounting, finance, management, economics and marketing which are used as the basis for an integrated business endeavor.

Curriculum Components

SUMMARY

Courses	Number of Units
Foundation Courses	9
Major Courses	18
Elective Courses	6
Thesis Writing	9
	42

PROGRAM OF STUDY

Course Code	Course Title	Number of Units
FOUNDATION COURSES (9 Units)		
BA 501	Business Research	3
BA 502	Statistics with Computer Application	3
BA 503	Social Responsibility and Good Governance	3
MAJOR COURSES (18 Units)		
BA 504	Management and Organization Theory	3
BA 505	Marketing Management	
BA 506	Operations Management	3
BA 507	Financial Management	3
BA 508	Human Resource Management with OB	3
BA 509	Economic Analysis	3
ELECTIVE COURSES (6 Units)		
BA 510	Strategic Management	3
BA 511	Business Analytics	3
BA 512	Investment Analysis and Portfolio Management	3
BA 513	Entrepreneurship and Global Enterprise	3
BA 514	Legal Management	
THESIS WRITING (9 Units)		
TW 1	Seminar in Thesis Writing (Topic Proposal)	3
TW 2	Thesis Writing (Final Defense)	6
	TOTAL	42