

Master in Business Administration (Non-Thesis Program)

COURSE DESCRIPTION

BASIC COURSES

BARES - Research Methods for Business Administration with Statistics 3 units

This course covers the fundamental concepts of research design and methodology that practitioners must understand in order to become critical research evaluators and prepare to conduct research in their practices. Understanding each stage of the research process, including qualitative and quantitative designs, program evaluation, measurement issues, and data analysis would be emphasized.

BAHBO - Human Behavior in Organization 3 units

This course teaches students about the workplace factors that influence individual and group behavior. Various organizational theories and models are discussed and linked to organizational practices and phenomena, as well as workgroup behavior, life, work motivation, and human relations.

BAGGCSR - Good Governance and Corporate Social Responsibility 3 units

This course is designed to educate and stimulate discussion about ethical and social responsibility issues that arise in the workplace. The materials covered are designed to assist students in recognizing and managing ethical and social responsibility issues as they arise, as well as in developing their own standards of integrity and professionalism. The overall course objectives are to increase awareness of the ethical dimension of business conduct; to provide insight into professional standards and responsibilities of business students in future careers; to develop analytical skills for identifying and resolving ethical and social responsibility issues in business, and to practice making business ethics-related decisions.

MAJOR COURSES

BA 200 - Marketing Management 3 units

The course is an introduction to marketing terminology and issues, with a focus on developing customer-responsive marketing strategies. The course focuses on fundamental marketing concepts, the role of marketing in organizations, and the role of marketing in society. Some of the topics covered include market segmentation, product development, promotion, distribution, and pricing. The course will also cover the external environment (which will focus on integrative topics with marketing such as economics, politics, government, and nature), marketing research, and international/global marketing with relevance to cultural diversity, ethics, the impact of technology on marketing, and careers in marketing.

BA 201 - Production and Operation Management 3 units

This course looks at operations management in the manufacturing, service, and government sectors. A review of operations management's activities and responsibilities, the tools and techniques available to assist with operation management, and the factors considered in system design are among the topics covered.

BA 202 - Financial Management**3 units**

This course places a strong emphasis on financial management. We will show managers how to interact with accounting and finance departments, as well as how firms meet their financial objectives through financial decision-making. This course will also cover financial tools and techniques for assisting firms in maximizing value by improving capital budgeting, capital structure, and working capital management decisions. This course will cover a wide range of multinational financial management, risk management, and mergers and acquisitions topics.

BA 203 Human Resource Management**3 units**

This course introduces the strategic perspective to be taken in harnessing the human resources of an organization. More particularly, the course focuses on the strategic roles which the Human Resources function and professionals play in creating value and delivering results to their respective organizations course introduces the strategic perspective to be taken in harnessing the human resources of an organization. More particularly, the course focuses on the strategic roles which the Human Resources function and professionals play in creating value and delivering results to their respective organizations

The course will give students an overview of human resource management, with a focus on human resource planning and strategy, personnel selection, equal employment opportunity, training, performance appraisal, compensation, and current issues in organizational behavior. The course has been designed for general management students whose jobs will require them to manage people in a global environment.

BA 204 - Managerial Economics**3 units**

Students focus on using economic models and rational selection to make business decisions. Among the topics covered are an overview of managerial economics, demand and supply, production costs and firm organization, market structure and pricing and output decisions, game theory and pricing strategies, and the economics of information and the role of government in the marketplace.

ELECTIVE COURSES**BA 205 - Project Study and Management****3 units**

This course will include project integration, project scope management, project time and cost management, quality management, human resource considerations, communications, risk management, and procurement management.

BA 206 - Global Business**3 units**

Introduces and investigates the major global environmental factors (legal/political, economic, competitive, socio-cultural, technological, and natural) and their individual and interconnected effects on organizational and managerial practices. Provides a framework for understanding organizational action in a globalizing world.

BA 207 - Technopreneurship**3 units**

The course is intended to serve as an introduction to the rapidly changing world of innovative new ventures in internet marketing. This course aims to provide an understanding of the fundamentals of technopreneurship. Marketing in the Information Age, developing a business plan, and other topics are covered. Business financing and marketing, innovation and creativity, financial management, and product identification are all examples of skills. Students will be exposed to a variety of case studies about successful entrepreneurs.

BA 208 - Managing Concepts for Information Technology

3 units

The course covers managerial ideas that help students comprehend Information technology and the function it plays in businesses. It involves improving knowledge of the economic and digital divides inside a country, as well as how a corporation operates and performs its economic activities while simultaneously making investments in underserved industries and communities. Modern approaches to strategic planning, corporate process re-engineering, and systems development are examined, with an emphasis on the ethical and legal issues that affect this environment. The objective is to teach students how to use and manage information technologies to improve decision-making, revive company processes, and achieve competitive advantage. The vital role that IT plays in providing a platform for business, commerce, and collaboration among all business stakeholders in today's networked organizations and worldwide markets is heavily emphasized.

INSTITUTIONAL COURSE REQUIREMENT

MAJANSSEN - Janssen's Spirituality I

(3 units)

The course is a CHED-approved institutional course provided particularly for students doing graduate courses at the Divine Word College of Calapan. The Janssen spirituality course for MA students which covers the first of two parts will explain the current mission profile of the members of the Society of the Divine Word (SVD) as it flows from an explanation of the development of the spiritual lives and practices of Sts. Arnold Janssen and Joseph Freinademetz. This singular history and spirituality will be further contextualized with other selected spiritualities so that the student can identify and develop a related topic of research relevant to current realities and challenges.

CAPSTONE PROJECT

BA 209 - Policy Formulation and Strategic Management

3 units

The course introduces concepts and analytical techniques for gaining a competitive advantage in difficult environments. This course takes the perspective of the top manager who is responsible for the overall performance of the firm or a business unit within the firm. Such a manager must understand the basis for the firm's current performance and identify those changes (inside or outside the firm) that are most likely to have a negative impact on future performance or that provide opportunities for the firm to improve its performance. The manager must then use the firm's resources to develop and implement strategies for successfully competing in its new environment. The strategy must define the scope of the firm's activities, as well as the logic by which the firm operates.

BA 210 - Business Venture

3 units

This course seeks to empower students by equipping them with the knowledge, skills, and attitudes necessary to succeed as entrepreneurs in a variety of settings (independent as well as corporate entrepreneurship). The course aims to equip students with the mindset required to foster creativity and innovation in order to turn ideas into new ventures that generate value and wealth. The course also gives students hands-on experience in the planning and development of new ventures by connecting theory and practice