

Course Description  
DEPARTMENT OF BUSINESS ADMINISTRATION

*ECONOMIC COURSES*

**ECON 100. INTRODUCTION TO ECONOMICS  
WITH LAND REFORM AND TAXATION**

Basic concepts in microeconomics, macroeconomics, and international economics. Include topics on household behavior and consumer choice, firm theory, income distribution and poverty, and globalization and international trade. Includes concepts on land reform and taxation.

Prerequisite: NONE  
3 hours a week (3 lec, 0 lab)  
Credit: 3 units

**ECON 101. MICROECONOMIC THEORY AND  
PRACTICE**

Introduces the three pillars of economic analysis (choice, scarcity, and coordination) and the mathematical techniques that economists use to represent these ideas (optimization, equilibrium, and constraints) and discusses "price theory", elasticity, price regulation, and consumer choice; includes market structures: perfect competition, monopoly, monopolistic competition and oligopoly and their welfare effects.

Prerequisite: ECON 100  
3 hours a week (3 Lec, 0 Lab)  
Credit: 3 units

**ECON 105. MACROECONOMIC THEORY AND  
PRACTICE.**

Concerned with the behavior of the economy as a whole; determination of the economy's total output of goods and services (GDP), growth of output, determinants of the price level, and rate of inflation, as well as factors that determine employment and unemployment, balance of payments, and exchange rates, basic concepts about fiscal and monetary policy.

Prerequisite: ECON 100 – BSBA  
ECON 101 – BSAT  
3 hours a week (3 lec, 0 lab)  
Credit: 3 units

**ECON 200. HISTORY OF ECONOMIC THOUGHT**

Survey and analysis of the historical development of the economic doctrines.

Prerequisite: ECON 100  
3 hours a week (3 lec, 0 lab)  
Credit: 3 units

**ECON 300. ADVANCED MACROECONOMICS**

Deals primarily with the study of operations of the whole economy such as national income theory, money, taxation and public expenditure, employment, the price level, international trade and payments, and evaluation of the effectiveness of fiscal and monetary policies.

Prerequisite: ECON 105  
3 hours a week (3 lec, 0 lab)  
Credit: 3 units

**ECON 305. ECONOMIC DEVELOPMENT**

Theories, concepts and models of economic growth and development; analysis and evaluation of the nature, causes and problems of economic growth and development; and case studies of developed, developing and underdeveloped countries.

Prerequisite: ECON 105  
3 hours a week (3 lec, 0 lab)  
Credit: 3 unit

**ECON 310. MANAGERIAL ECONOMICS**

Application of economic theories, economic and quantitative techniques to managerial decision-making in all organizations.

Prerequisite: ECON101  
3 hours a week (3 lec, 0 lab)  
Credit: 3 units

**ECON 315. INTERNATIONAL ECONOMICS**

Basic concepts of international trade and finance, international comparative advantage and gains from trade, balance of trade and balance of payments problems, exchange rate determination, factor movements, international economic cooperation, bilateral and multilateral agreements, international economic conflict and the role of international economic integration, international trade policies and measures, theory and policy of international investment, examination of problems, policies and strategies on international trade of developing countries specifically the Philippines.

Prerequisite: ECON 101, ECON 105

3 hours a week (3lec, 0 lab)

Credit: 3 units

**ECON 320. PUBLIC SECTOR ECONOMICS**

Theory of government expenditures and taxation, economic considerations of the government's role in the economy, principles of measuring social, and private cost and welfare.

Prerequisite: ECON 101, ECON 105

3 hours a week (3lec, 0 lab)

Credit: 3 units

**ECON 325. ADVANCED MICROECONOMICS**

Application of microeconomic principles and theories in analyzing welfare effects of government intervention in markets and industries; analysis involving cost-benefit scenarios, economic valuation and determination of over-all effects (i.e. distribution, incidence) effects of law, rules and other forms of government intervention; economic analysis of optimizing behaviors, households and strategic actions of business firms.

Prerequisite: ECON 101

3 hours a week (3 lec, 0 lab)

Credit: 3 units

**ECON 330. SPECIAL TOPICS IN ECONOMICS**

Discussion of specific topics and issues in economics of current relevance, importance and general interest to students; new findings, concepts, theories in economics

Prerequisite: 18 units of Econ Courses

3 hours a week (3 lec, 3 lab)

Credit: 3units

**ECON 350. PRACTICUM IN ECONOMICS**

On the job training in a government agency/business firms or engaging in self-business to enable students to do tasks related to business administration preferably in economics and apply the concepts, principles, and theories studied in class.

Prerequisite: Finished 149 Units

Credit: 6 units

## MANAGEMENT COURSES

Credit: 3 units

### **MNGT 100. PRINCIPLES OF MANAGEMENT**

Management concepts, processes, and techniques as practiced currently in business, industry, and government for the students to gain a solid grasp of how effective managers orchestrate human resources and use their own energies to contribute to an organization's accomplishment of its mission and goals.

Prerequisite: NONE

3 hours a week ( 3 lec, 0 lab)

Credit: 3 units

### **MNGT 200. ADMINISTRATIVE AND OFFICE MANAGEMENT**

Study of the different phases of administrative office management (AOM) and its vital role in the business organization including the importance of AOM on management, technology, management's decision making and the need for good planning towards job satisfaction and self actualization; basic concepts of AOM, managing a culturally diverse workforce, managing administrative services and controlling administrative services.

Prerequisite: MNGT 100

3 hours a week ( 3 lec, 0 lab)

Credit: 3 units

### **MNGT 225. PRODUCTION AND OPERATIONS MANAGEMENT**

Principles, techniques, procedures and systems involved in the assembly of resources, establishments of plant facilities; production standard, procurement and storage of materials, control of materials, and maintenance of working conditions.

Prerequisite: MNGT 100; STAT 235

Credit: 3 units

### **MNGT 240. STRATEGIC MANAGEMENT**

Analysis of environmental factors affecting business operations, formulation of policies, objectives and strategies; analysis of business problems, and decision formulation through case study method, applied specifically to human resources management.

Prerequisite: MNGT 225, FIN 105, MKTG 100, ECON 101- (BSAT), MNGT 100, MKTG 100, ECON 101- (BA-ECON).

### **MNGT 300. HUMAN BEHAVIOR IN ORGANIZATION**

Broad introduction to the structure and function of organizations and the behavior of the people in them focusing on public and nonprofit organizations, for students to understand organizational concepts and practical techniques for managing effectively in challenging environment; organizational behavior, rational and natural organizations, open system and organizational environment, personal assessment of management skills, leadership, employee empowerment, motivation, diversity, managing conflict, negotiation, communication, leadership and working in groups and teams, managing change, and managing stress.

Prerequisite: MNGT 100

3 hours a week (3 lec, 0 lab)

Credit: 3 units

### **MNGT 305. HUMAN RESOURCE MANAGEMENT**

Concepts, principles, theories and techniques involved in the management of human resources of organizations with emphasis on personnel recruitment, selection, maintenance, training and development of employees.

Prerequisite: MNGT 100

3 hours a week (3 lecture)

Credit: 3 units

### **MNGT 310. RECRUITMENT AND SELECTION**

Covers the fundamental methodologies of attracting new talents needed by the organization with emphasis on effective sourcing of manpower, selection of prospective employees, matching job requirements with qualification of applicants in the work place, induction of newly hired employees to facilitate their integration in the new business environment including the strategies and techniques to fill up vacant positions at the right time with adequate qualifications that can help organizations achieve its business plans and operational objectives for a given period.

Prerequisite: MNGT 305

3 hours a week (3 lec, 0 Lab)

Credit: 3 Units

**MNGT 315. TRAINING AND DEVELOPMENT**

Discussion of training related to organizational objective; training models, learning theory, evaluation methodologies, instructional techniques and topics of special interest.

Prerequisite: MNGT 305  
3 hours a week (3 lec, 0 Lab)  
Credit: 3 units

**MNGT 320. COMPENSATION ADMINISTRATION**

Includes examination of theories, models and procedures required to develop compensation and reward system in the organizations; economic, psychological and social elements of compensation; determination of compensation structures and differentials, forms of compensation and reward, compensation levels, instructions and schedules.

Prerequisite: MNGT 305  
3 hours a week (3 lec, 0 Lab)  
Credit: 3 units

**MNGT 330. ORGANIZATIONAL DEVELOPMENT**

Involves in developing an organization to achieve its vision and mission, its philosophies and culture to ensure its competitiveness in a globalized economy including principles and theories of organizational development, organization design and structuring, training and development, performance management, culture and change management, focusing on the management of organizational change/interventions from a system perspective for students to gain sufficient knowledge to appreciate the overall impact of these activities in the success of an organization.

Prerequisite: MNGT 300  
3 hours a week (3 lec, 0 lab)  
Credit: 3 units

**MNGT 335. PROJECT PLANNING AND DEVELOPMENT**

Applications of concepts, principles, theories, techniques and procedures involved in the planning of business operations with emphasis on business conceptualization; feasibility analysis; making proposals, project implementation and evaluation.

Prerequisite: MNGT 100  
3 hours a week (3 lec, 0 lab)

**MNGT 340. GOOD GOVERNANCE AND SOCIAL RESPONSIBILITY**

Designed to inform and stimulate thinking on issues of ethics and social responsibility encountered in business to prepare students to recognize and manage ethical and social responsibility issues as they arise, and help them formulate their own standards of integrity and professionalism.

Prerequisite: MNGT 100, BLAW 105  
3 hours a day (3 lec, 0 lab)  
Credit: 3 units.

**MNGT 345. STRATEGIC HUMAN RESOURCE MANAGEMENT**

Analysis of environmental factors affecting business operations, formulation of policies, objectives and strategies; analysis of business problems, and decision formulation through case study method, applied specifically to human resources management.

Prerequisite: 18 units of Mngt courses  
3 hours a week (3 lec, 0 Lab)  
Credits: 3 units

**MNGT 350. TOTAL QUALITY MANAGEMENT**

Principles and techniques in organizational renewal, cultural values positivization and productivity and quality improvement, The scope will cover the nature total quality management (TQM), setting of TQM standards of excellence, and the different phases of TQM.

Prerequisite: MNGT 100  
3 hours a week (3 lec, 0 lab)  
Credit: 3 units

**MNGT 355. ENTREPRENEURSHIP**

Role of entrepreneurship in national development; procedures, technique, law and regulations in establishing small scale business enterprises; sources of capital and other assistance, study of the risks and opportunities involved; and study of existing entrepreneurial establishment.

Prerequisite: MNGT 100 – BSBA  
MNGT 225 – BSAT  
3 hours a week (3 lec, 0 lab)  
Credit: 3 units

**MNGT 360. SPECIAL TOPICS IN HUMAN  
RESOURCE MANAGEMENT**

Covers a range of major issues affecting on human resource management (HRM) in organization including demographic and social change, ethics in HRM, managing diversity, assessment center techniques, the impact of Government legislation on HRM, contribution of HRM in improving productivity, managing outsourcing, career development and mentoring.

Prerequisite: 18 units of MNGT Courses  
3 hours a week ( 3 lec, 0 lab)  
Credit: 3 units

**MNGT 365. PRACTICUM IN MANAGEMENT**

On the job training in a government agency/business firm or engaging in self-business to enable the student to do tasks related to management and observe the applicability of the concepts, principles, and theories studied in class.

Prerequisite: Finished 149 Units  
Credit: 6 units

## **MARKETING COURSES**

### **MKTG 100. PRINCIPLES OF MARKETING**

Introduces students to the nature of marketing, the fundamentals of marketing strategy and marketing environment. It explores global competition, ethical and moral marketing behaviors, the business environment under which marketing operates and the role of technology in a changing world. It investigates the marketing of goods and services by commercial organizations as well as the marketing ideas by not-for-profit firms. Major topics discussed are: nature of marketing, nature of the marketing mix, integrated marketing communications, impact of global economy on marketing, and marketing strategies for products and services.

Prerequisite: MNGT 100  
3 hours a week ( 3 lec, 0 Lab)  
Credit: 3 units

### **MKTG 200. RETAIL MANAGEMENT**

Comprehensive view and application of marketing concepts in a practical retail managerial environment, current multi-channel retail strategies among bricks-and-mortar and web-based firms, identifying, adapting, and planning for changes, without moving away from its core competencies, development of retail format and its strategy, analysis of a target market, demographic analysis related to site selection, retail personnel issues, and category management, buying, financial analysis, and pricing.

Prerequisite: MKTG 100, MNGT 100  
3 hours a week ( 3 lec, 0 Lab)  
Credit: 3 units

### **MKTG 300. PROFESSIONAL SALESMANSHIP**

Takes into account the demands of changing times, advanced technologies, new products, and sophisticated buyer.

Prerequisite: MKTG 100  
3 hours a week ( 3 lecture)  
Credit: 3 units

### **MKTG 305. DISTRIBUTION MANAGEMENT**

Covers the principles and functions of distribution management, the roles of marketing channels and physical distribution in the marketing system, cost implications of

management decisions involving distribution, distribution cost analysis through student involvement and exercise in actual projects in the area of distribution management.

Prerequisite: MKTG 100, MNGT 100  
3 hours a week ( 3 lec, 0 Lab)  
Credit: 3 units

### **MKTG 310. ADVERTISING AND SALES PROMOTION**

Nature, scope, principles and techniques of advertising and sales promotion; Philippine advertising industry: its opportunities, problems, and their solutions, and its responsibilities to society, analysis marketing/advertisement opportunities, advertising plans, details about advertising foundation and its environment, advertising media, and creating advertising.

Prerequisite: MKTG 100  
3 hours a week ( 3 lec, 0 Lab)  
Credit: 3 units

### **MKTG 315. MARKETING RESEARCH**

Study of planning, collection and analysis of data relevant for marketing decision making and communicating the results of the analysis to management, to identify and define marketing opportunities and problems; generate, refine and evaluate marketing actions; monitor marketing performance and improve understanding of marketing as a process.

Prerequisite: MKTG 100, STAT 220  
3 hours a week ( 3 lec, 0 lab)  
Credit: 3 units

### **MKTG 320. MARKETING MANAGEMENT**

Analysis, planning and control of marketing plans and programs; market forecast; marketing budgets and strategies; strategic planning for selecting applicants for an effective sales force; evaluation of marketing operations.

Prerequisite: MKTG 100  
3 hours a week ( 3 lec, 0 Lab)  
Credit: 3 units

**MKTG 325. PRODUCT MANAGEMENT**

The process of developing and managing marketing strategies, examining how firms create and sustain customer value-from market analysis, and product positioning to communications and channel systems design.

Prerequisite: MKTG 100, MNGT 100  
3 hours a week ( 3 lec, 0 lab)  
Credits: 3 units

**MKTG 330. INTERNATIONAL MARKETING**

The principles and practices of global marketing to include the scope and challenges of international marketing, the cultural environment of global marketing management, and the corporate context of marketing.

Prerequisite: MKTG 100  
3 hours a week ( 3 lec, 0 lab)  
Credit: 3 units

**MKTG 335. STRATEGIC MARKETING MANAGEMENT**

The process of developing and managing a marketing strategy, examining how firms create and sustain customer value, from market analysis and product positioning to communications and channel systems design.

Prerequisite: MKTG 320  
3 hours a week (3 lecture)  
Credit: 3 units

**MKTG 340 SPECIAL TOPICS IN MARKETING**

Current relevance, importance and general interest of the students on issues in marketing new findings, concepts, and theories in marketing.

Prerequisite: 18 units of MKTG courses.  
3 hours a week (3 lec, 0 lab)  
Credit: 3 units

**MKTG 345. PRACTICUM IN MARKETING**

On the job training in a government agency/business firm or engaging in self-business to enable the student to do tasks related to marketing and observe how the concepts, principles, and theories studied in class are applied to actual practice.

Prerequisite: Finished 155MKTG  
Units  
3 hours a week (3 lec, 0 lab)  
Credit: 6 units

## *Other Course Description*

### **COMSCI 322 – SYSTEM ANALYSIS & DESIGN**

This course is designed to provide Accountancy students with an overview of the systems analysis and design concepts, methodologies, techniques, and tools. The course starts with a discussion of the general system concepts, management's use of information, IT infrastructure and rules as they pertain to accounting, accountant's functions with respect to IT, the management of IT adoption, implementation and use, managing the security of information, and electronic commerce. It then proceeds to discussion of the systems development environment, system development life cycle, system analysis and design techniques, system acquisition, development life cycle phases, tasks and practices & maintaining control over system development processes, and accounting system design issues.

Prerequisite: COMSCI 105

3 hours a week (1 lec, 2 lab)

Credit: 3 units

### **FL 100 – FOREIGN LANGUAGE**

In this course, students will explore a specific language from an interdisciplinary approach, with focus on any of the following modern languages: Chinese, Japanese, French, and German. The course, in the form of lectures, films, discussions and examination of speech samples.

Prerequisite: HUMAN 100

Credit: 3 units

### **HUMAN – FINE ARTS (VISUAL & PERFORMING ARTS)**

The course is an introductory study and appreciation of the visual and performing arts. It includes instruction in art, photography, and other visual communications media. The students also have an opportunity to study and experience the most vibrant aspects of the performing arts. They are introduced to the theatrical tradition and receive grounding in the origins of the world-famous theatres. The main objective of the course is to provide students with a foundation in visual literacy, to introduce them to the special character of the visual arts and performing arts and to a critical vocabulary for analysis and interpretation of those arts and their experience of them.

Prerequisite: HUMAN 100

Credit: 3 units

### **HUMAN – WORLD CULTURE**

This course provides an anthropological understanding of selected cultures in the world. Areas of study include the culture's language, processes of enculturation, subsistence patterns and economics, kinship and descent, political organization, religion, art, history, and its reactions to the forces of globalization. In this course, the students are introduced to the art, architecture, archeology, history, economics, political organization, and other aspects of the culture of Filipinos and other Asians by combining lectures, site visits, and discovery-oriented investigative research.



