

Course Description  
**MASTER IN BUSINESS ADMINISTRATION**

*Foundation Courses*

**BA 700 – Social Responsibility and Good Governance** – Basic Concepts, principles and practices of social responsibility and good governance as applied to actual situations and analysis of cases based on framework that guides the practice of social responsibility and good governance. (3 units)

**BA 705 – Statistics with Computer Applications** – Introduction to statistical tools in analyzing business data to aid decision-making. (3 units)

**BA 710 – Business Research** – The research process, methods and strategies used in a disciplined search to solve business-related problems or to confirm previous research findings. (3 units)

## Major Courses

**BA 715 – Managerial Accounting** – Managerial accounting techniques, tools to evaluate corporate performance; use of accounting information for internal planning and control, cash flow, and financial analysis. (3 units)

**BA 720 – Managerial Economics** – Application of microeconomics and macroeconomics theories and policies in relation to action decision-making; analysis of organizations under various market structures and government interventions. (3 units)

**BA 725 – Marketing Management** – Application of concepts, theories and principles of marketing in improving the business operations of organizations faced with opportunities and pricing, distribution channels and promotions. (3 units)

**BA 730 – Operations Management** – Analysis of strategic and operating policies and decisions; role of comprehensive planning, inventories, scheduling of resources, location and distribution systems and quality management. (3 units)

**BA 735 – Human Resource Management** – Concepts, principles and theories of human resource management, ethics in HRM, managing diversity, assessment center techniques, the impact of government, legislation on HRM, the contribution of HRM to improve productivity, managing outsourcing, career development and mentoring. (3 units) (Prerequisite: 3 units)

**BA 785 – Strategic Management** – Concepts, theories and principles to improve business and formulation, implementation and evaluation of strategies as applied to business organizations. (3 units) (Prerequisite: BA 715 & BA 730) **Electives**

**BA 740 – Financial Management** – Concepts, principles and theories of financial management; cash flow estimation and financial analysis; make-up of interests rates associated with valuations and time value of money; techniques of valuing stocks; components of capital and

scapital budgeting; cost of capital and leverage; managing working capital, cash and financing;

corporate financial planning, restructuring and international finance. (3 units)

**BA 745 – Investment and Portfolio Management** – Stocks, bonds, and option investments in an efficient capital market; use of computer software to evaluate and select common stocks an investment strategy; analysis and techniques in deciding of investment objectives and selecting investment alternative. (3 units) (Prerequisite: BA 735)

**BA 750 – New Enterprise Planning and Management** – Creation and management of any type of organization using the entrepreneurial approach in institutionalization of an innovative idea; evaluation of enterprise opportunities, and transformation of these opportunities into variable ventures. (3 units) (Prerequisite: BA 725 & BA 730)

**BA 755 – Risk Management** – strategies in transferring risks to other parties, avoiding risks, reducing the negative effects of risks, and accepting the consequences of risks; traditional risk management; financial risk management; and intangible risk management. (3 units)

**BA 760 – Agribusiness Management** – analysis of agricultural commodity systems, opportunity assessment and management problems of organizations in agricultural industries. (3 units) (Prerequisite: consent of the Professor)

**BA 765 – International Business Management** – examination of the impact of conditions unique to international business, government policies and regulations, cultural differences in advertising, consumer preferences and buying patterns, distribution and pricing differences, exchange rates and other financial concerns. (3 units) (Prerequisite: consent of the Professor)

**BA 770 – Entrepreneurial Management** – managerial skills necessary for dealing with the recurring issues involved in starting, growing and

harnessing the value of business ventures. (3 units) (Prerequisite: consent of the Professor)

**BA 755 – Consumer Behavior** – consumer behavior as a tool for marketing decision; psychological core; consumer’s culture process of making buying decisions and the post-decisions evaluation; consumer behavior outcomes and issues concerning consumer welfare. (3 units) (Prerequisite: consent of the Professor)

**BA 800 – Thesis** – Original and directed independent study of a priority problem in business. (6 units) (Prerequisite: passed the comprehensive examination)

