



COURSE DESCRIPTIONS

CORE BUSINESS AND MANAGEMENT EDUCATION COURSES (6)			
CBME1	Operations Management (TQM)	3	This course provides a solid understanding of the role of operations in an organization. It provides understanding of the set of activities that creates value in the form of goods and services by transforming inputs into outputs. It lets students understand the production activities that goes on in the organization, whether the end product is a good or service. This will also help students understand how OM affects society and life.
CBME2	Strategic Management	3	This course is all about the art and science of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its objectives. Strategic management focuses on integrating management, marketing, finance and accounting, production and operations, research and development, and computer information systems to achieve organizational success. This course also covers strategy formulation, implementation, and evaluation, with strategy planning referring only to a strategy formulation. This course instills the purpose of creating new and different opportunities and exploiting them.
BUSINESS ADMINISTRATION CORE COURSES (24)			
BAC1	Basic Microeconomics (Eco)	3	This course deals with the study of the behavior of individual economic units. It studies how industries and markets operate and evolve, why they differ from one another, and how they are affected by government policies and global economic conditions. It specifically deals with the concepts of supply and demand in the market, consumer behavior, production and cost, and competition. It also presents a study on the basic principles of economics.
BAC2	Business Law (Obligations and Contracts)	3	This unit includes the discussions of the basic principles in obligations and contracts formulation. Discussions will center more on laws included in business management.
BAC3	Taxation (Income Taxation)	3	This introductory tax course is primarily concerned with income taxation. It involves basic principles and rules of the income tax system as they apply to individual, partnership, corporation, and trust. The course emphasizes the concepts of filing requirements, the determination of and adjustments to gross income, personal and business deductions and business income. Some of the basic elements of corporate taxation will be introduced.
BAC4	Good Governance and Social Responsibility	3	This course is designed to provide and stimulate issues on ethics and social responsibility encountered in the business setting. The course aims to equip students with insights into professional standards and the responsibilities of business students in their future careers. The course will also tackle past and present issues on corporate governance and social responsibility.
BAC5	Human Resource Management	3	This course is a complete introduction to business responsibilities in the area of human resources. Discussion subjects include laws, human resource planning, recruitment,



COURSE DESCRIPTIONS

			selection, performance appraisal, training, pay systems, health & safety, wellness, unions, discipline, and modern changes in the workplace.
BAC6	International Business and Trade	3	International Trade provides a host of topics on international trade agreements, trade policies and restrictions, counter trade, world trade, tariffs, foreign exchange and balance of payments. This course provides materials to students to enable them to capsulize their knowledge of international trade especially entered into by ASEAN-member nations. The course also equips students with fundamental knowledge on trade among nations in preparation for globalization.
BAC7	Business Research	3	This course introduces students to the nature, scope, and significance of research and research methodologies. Additionally, the course studies primary and secondary research methods with applications to specific problems, using qualitative and quantitative designs for individual investigation on current problems within a student's area of interest. Students will complete an individual research proposal based on a business topic of interest, using the course's textbooks and selected scholarly and peer reviewed sources.
BAC8	Feasibility Study	3	This unit involves the preparation of a feasibility study on developing a business enterprise - sole proprietorship, partnership or corporation.
PROFESSIONAL COURSES (48)			
BSBM 1	Administrative and Office Management	3	This course is a study of the different phases of administrative office management and its vital role in the business organization. It also includes the importance of AOM on management, technology, management's decision making and the need for good planning toward job satisfaction and self-actualization. It covers topics like the basic concepts of AOM, managing a culturally diverse workforce, managing administrative services, and controlling administrative services.
BSBM 2	Labor Law and Legislation	3	The course uses cases, lectures, and simulations to develop negotiation skills in a variety of management situations, including union-management relations. Issues include pre-employment discussions, collective bargaining, arbitration, mediation, agency, renegotiating contracts, and multi-party discussions.
BSBM 3	Organizational Development	3	The student will be given the general idea of what is involved in developing an organization to achieve its vision and mission, its philosophies, and its culture to ensure its competitiveness in a globalized economy. The scope will cover such topics as principles and theories of organization development, organization design and structuring, training and development, performance management, and culture and change management. It focuses on the management of organizational change/interventions from



COURSE DESCRIPTIONS

			a system perspective. The students will gain sufficient knowledge to appreciate the overall impact of these activities for the success of the organization.
BSBM 4	Financial Management	3	This course is an introduction to financial management and finance, cash flows and financial analysis, the make-up of interest rates, risk and the time value of money in financial calculations, the techniques of valuing bonds and stocks and the risks associated with valuations, capital budgeting techniques, cash flows estimation and risks in capital budgeting, the components of capital, the cost of capital and leverage, managing working and capital, cash and financing, corporate financial planning, and corporate restructuring and international finance.
BSBM 5	Monetary Policy and Central Banking	3	<p>Part 1: Introduction and Overview</p> <ul style="list-style-type: none"> • Barter, Payments and a Money Economy, Money, Inflation, Interest Rates and Output Intermediation and the Financial System, Financial Instruments, Markets and Institutions, Interest Rates and Term Structure • Financial Services Industry, Origins of Banks, Why the Financial Industry is Special, Banking and Financial Regulation, Risks in Financial Intermediation • Money Creation and Central Banking, Multiple Deposit Creation, Demand and Supply for Money and Reserves, Deposit Creation by Banks and the Role of a Central Bank, Instruments of Monetary Policy • Operation of the Monetary Board <p>Part 2: Central Banking</p> <ul style="list-style-type: none"> • Central Banking Chapters, Crosses, Models, and Curves, Monetary Theories and Policies, Ideas and Results
BSBM 6	Investment and Portfolio Management	3	This course is a study of fundamental theories of optimal portfolio selection, investment evaluation, securities valuation, industry and company analysis in relation to stock market operations, management of fixed income investments, and international portfolio diversification.
BSBM 7	Professional Salesmanship	3	The course will put selling on a professional basis that takes the demands of changing times, advanced technologies, new products, and sophisticated buyers into account.
BSBM 8	Marketing Management	3	This course covers the nature, importance, and techniques on sales management. The organization and the different aspects of organizing and strategic planning for selecting applicants for an effective sales force are also emphasized. This also discusses planning for effective marketing.
BSBM 9	Advertising	3	This course aims to provide thorough understanding about advertising and the real world. It will help student analyze marketing/advertising opportunities and will be able to know the process in creating and advertising plans. This course discusses details about



COURSE DESCRIPTIONS

			advertising foundation and environment, advertising media, and creating advertising. This will introduce student to the richness and variety of the advertising world.
BSBM 10	Project Management	3	This course is about improving the ability to manage earnings. It provides understanding on the keys to financial success and answers the following questions: <ul style="list-style-type: none"> • What are their future financial needs? • How do you plan to meet those needs? • How will you manage earnings and expenses? This course will try to produce financial literate business professionals.
BSBM 11	Logistics Management	3	This course covers topics on supply chain management. This includes subjects such as domestic and international transportation, transportation economics, supply chain strategy, logistics system design, procurement, reverse logistic, e-logistics, and information systems for logistics and supply chain management.
BSBM 12	Environmental Management System	3	This course surveys the scientific principles of environmental issues and environmental management practices, with attention to the health of both humans and the ecosystem. Fundamental and emerging topics related to air and water pollution, water use and management, aquatic ecosystems, energy and climate change, biodiversity, toxic substances in the environment, solid waste management, and regulatory strategies for risk assessment and environmental management are examined.
BSBM 13	Special Topics in Financial Management	3	It provides an overview of tools, techniques, and frameworks commonly used as part of market and industry assessments, on engagements involving substantial operational and organizational analysis. It highlights the principle financial analytical tools used to conduct strategic analysis and indicates the link between corporate strategy and performance through measurement frameworks used frequently to provide decision making information to management
BSBM 14	Special Topics in Marketing Management	3	The course covers range of major issues impacting on human resource management in organizations including demographic and social change, ethics in HRM, managing diversity, assessment center techniques, impacts of government legislation on HRM, the contribution of HRM to improving productivity, managing outsourcing, and career development and mentoring.
BSBM 15	Special Topics in Human Resource Management	3	This course is intended to provide you with an opportunity to learn about human resource systems from the ground up - how they are planned, developed, and implemented. We will be taking a hands-on approach to learning much more about concepts such as job analysis, selection tests, performance appraisal tools, and compensation. Students will also spend significant time thinking about issues associated with implementation and stakeholder buy-in.



COURSE DESCRIPTIONS

BSBM 16	Special Topics in Operations Management	3	The course focuses on the basic concepts, issues, and techniques for efficient and effective operations. Special emphasis is placed on process improvement and supply chain management. Topics include operations strategy, product and service design, process design and analysis, capacity planning, lean production systems, materials and inventory management, quality management and six sigma, project management, and supply chain management.
Internship (6)			
Internship1	Internship 1	2	Interns are required to complete 200 hours of internship experience in conjunction with the designated internship coordinator. The internship experience will emphasize supervisory responsibilities whenever possible. This experience will be formulated by the faculty, the designated coordinator, the student, and an industry professional - a cooperative effort that helps to ensure the student's success. The internship will be augmented by written and oral reports, industry performance evaluations, and faculty oversight.
Internship2	Internship 2	4	Interns are required to complete 400 hours of internship experience in conjunction with the designated internship coordinator. The internship experience will emphasize supervisory responsibilities whenever possible. This experience will be formulated by the faculty, the designated coordinator, the student, and an industry professional - a cooperative effort that helps to ensure the student's success. The internship will be augmented by written and oral reports, industry performance evaluations, and faculty oversight.
Elective (21)			
	Managerial Accounting	3	This course introduces students to the vital role that management accounting information plays in organizations. This will be discussed in three parts: <ul style="list-style-type: none"> • Cost Accounting. The basic question centers on how much something costs. Students will be exposed to value direct and indirect costs, variable and fixed costs, costs drivers, and standard costing systems. • Differential Accounting. It will be focusing on both short-term and long-term, wherein pricing, product-mix, make-or-buy, and capital budgeting decisions will be discussed. • Responsibility Accounting. It explores topics in performance measurement, performance evaluation, responsibility centers, and management accounting systems.



COURSE DESCRIPTIONS

	Global / International Trade	3	International Trade provides a host of topics on international trade agreements, trade policies and restrictions, counter trade, world trade, tariffs, foreign exchange and balance of payments. This course provides materials to students to enable them to capsulize their knowledge of international trade especially entered into by ASEAN-member nations. The course also equips students with fundamental knowledge on trade among nations in preparation for globalization.
	Personal Finance	3	This course is about improving the ability to manage earnings. It provides understanding on the keys to financial success and answers the following questions: <ul style="list-style-type: none"> • What are their future financial needs? • How do you plan to meet those needs? • How will you manage earnings and expenses? This course will try to produce financial literate business professionals.
	Management	3	This course provides instructions in principles of management that have general applicability to all types of enterprises, basic management philosophy and decision making, principles involved in planning, organizing, leading, and controlling, and recent concepts in management. This course is a thorough exploration that provides students with effective people-management skills that they can use immediately.
	Entrepreneurial Management	3	The course aims to teach the approach of entrepreneurs used in identifying opportunity and creating new ventures, the analytical skills that are needed to practice this approach, and the background knowledge and managerial skills that are necessary for dealing with the recurring issues involved in starting, growing, and harnessing the value of new ventures.
	Public Finance	3	This course focuses on the examination of issues central to majority of the most pressing issues in public affairs: market outcomes, government expenditure programs, and taxation. It also examines the major strengths and weakness of the market and explores why government involvement is necessary, studies the models welfare economics use to describe optimal patterns of government expenditure and taxation, uses the models to analyze real-world problems and programs, and uses of both efficiency and equity criteria to evaluate many policies and policy proposals.
	Mutual Fund	3	This course on provides an in-depth coverage of the mutual fund industry and its operations in an interactive format. It is intended to familiarize students with the basic concepts related to mutual funds. Using a balance of theory and practical application, this course explores the approaches that will further improve and lessen the hidden pitfalls of mutual fund investing. Mutual funds covers a broad range of topics, including understanding the advantages and disadvantages of mutual funds, evaluating stock/bond allocations within fund portfolios,



COURSE DESCRIPTIONS

			assessing fund diversification risk, measuring fund returns and risk, and making fund buy/sell decisions.
	Global Finance with Electronic Banking	3	This course is a review of basic corporate finance terms, issues in international trade and multinationals, macro determinants of exchange rates, foreign exchange markets, futures and options, parity conditions and more on hedging, measuring accounting exposure, managing accounting exposure, international financing, capital budgeting and the cost of capital, transfer pricing, and asset management.
	Cooperative Management	3	This course outlines the process of organizing and financing the cooperative business. It represents the most important elements to consider when forming a cooperative. It lists what special expertise is necessary and where to look for help. The subject emphasizes working with groups of producers to develop markets and sources of supply. This study has been broadened to also include non-farm cooperative applications. The cooperative business structure, already shown to be successful in agriculture, also has been useful in helping others obtain desired benefits or provide needed services in areas like housing, utilities, finance, health care, child care, and small business support.
	Treasury Management	3	The course aims to introduce the students to a more intensive discussion of the various domestic and international treasury functions, concepts, and products of a financial institution. The topics include international trading, securities leadership, reserves and money position management, funds management, tax position management, pricing of treasury products, FCDU management, foreign exchange exposure management, and risks and controls in treasury operations.
	Risk Management	3	This course covers the strategies employed including transferring the risk to another party, avoiding the risk, reducing the negative effect of the risk, and accepting some or all of the consequences of a particular risk. Traditional risk management focuses on risks stemming from physical or legal causes (e.g. natural disasters or fires, accidents, death, and lawsuits). Financial risk management, on the other hand, focuses on risks that can be managed using traded financial instruments. Intangible risk management focuses on the risks associated with human capital.
	Security Analysis	3	This subject is intended to develop a student's ability to analyze financial statements for the purposes of assessing a company's financial stability, performance, and efficiency. The subject involves the analysis of failed and non-failed companies, employing both classical rates analysis and the failure production models.
	Behavioral Finance	3	This course covers the main insights and findings from behavioral finance and studies the psychological phenomena that influence investors, analysts, and portfolio managers. Wherever possible, short cases are used to convey key points.
	Franchising	3	The course introduces franchising as a method of retail business in which the investor/franchisee makes an investment in the form of a franchise fee in exchange for



COURSE DESCRIPTIONS

			the right to promote goods, services, and/or processes directly to the public. A franchise usually has a recognizable name or trademark. Franchising involves the integration of independent companies at different levels and in different areas of production and distribution. This integration permits more effective sales and advertising.
	Financial Controllership	3	This course focuses on the controllership function in a business organization with focus on financial institutions (banks, investment houses, finance companies, stock brokerages, and insurance companies). It covers the management of data and information, the systems of control through operating and capital budgets, tax administration, protecting of assets, and general internal control systems and procedures.
	Venture Capital	3	The course surveys the private equity industry, with an emphasis on financial economic tools useful for leveraged buyout and venture capital investing. The main goal of the course is to equip students with the financial background to start a career as a private equity investor.
	Consumer Behavior	3	This course involved a study of consumer behaviour as a tool for marketing decision. It describes the rationale for studying, the consumer behaviour outcomes, and the consumer behaviour process: the psychological core, the process of making decisions, and the post decisions evaluation. Consumer's culture, consumer behaviour outcomes and issues concerning consumer welfare is also discussed.
	E-commerce and Internet Marketing	3	This course is designed to support the study of e-commerce and internet marketing through the enhancement of one's understanding and appreciation of the use of technology to fulfill the needs of both net-enhanced organizations (NEOs) and consumers. Further, this course allows for the examination of electronically interactive designs, processes, and transactions involved in satisfying the needs of consumers, NEOs, and governments through marketing planning, consumer research, segmentation and implementation of marketing strategies in order to accomplish corporate objectives.
	Sales Management	3	This course relates to the principles of sales management functions. The subject covers the functions and methods of recruiting, selecting, training, motivating, equipping, compensating, controlling, and supervising salesmen. This will help students understand the nature of the scope of work of an executive responsible for group sales persons tasked to promote and sell a particular product and discover new selling techniques in a highly competitive and technologically advanced marketing environment. The student will learn to prepare a sales program for a given product beginning with the launching stage until the full cycle has been completed, integrating therein his social responsibilities towards consumers and other sectors of society.
	International Marketing	3	This course is intended to familiarize the students with the principles and practices of global marketing. The topics include the scope and challenge of international marketing,



COURSE DESCRIPTIONS

			the cultural environment of global marketing global marketing management, and the corporate context of marketing.
	Direct Marketing	3	This course deals with the expanded materials on the internet and other digital media and brand information on e-business (including e-communications, banners and e-mail, permission marketing) also includes e-commerce (on line merchandising and usability and navigation of web sites) and e-services (on line customer service, live operators, on line chats) linking with call centers up to the minute coverage of data base marketing, including data mining in database expanded coverage of consumer privacy, and issues new information on customer relationship marketing and tele-services.
	Services Marketing	3	This course examines the need for marketing in service industries, develops an understanding of the ways in which service marketing differs from product marketing, and improves students' understanding of how service characteristics affect the marketing function. Students learn to develop and implement marketing plans for service organizations
	Industrial / Agricultural Marketing	3	The course covers strategies on how to identify and promote new industrial uses for our country's agricultural commodities. It includes net working with the private sector to develop environmentally friendly products and technologies, using raw materials produced in agriculture.
	Cooperative Marketing	3	Cooperatives, like mainstream industries (i.e. FMCG, Real Estate, and Banking or Finance) are an entire dimension of economic endeavor that would benefit from competent marketing professionals. More so, cooperatives are an expansive and multifaceted business environment (i.e. cooperative banks, marketing cooperatives, electric farmers, and multi-purpose) that would create a functional test scenario for a senior marketing student's technical skills, theoretic aptitude, and ethical standards that they have accumulated during their three and a half years of marketing organization.
	New Market Development	3	The course aims to study services which are offered to provide cost effective support to business planning, market forecasts, and strategy development (market research reports including market essentials, marketing consultancy including the customer insight style of reporting, and commercial due diligence for financial providers and companies involved in acquisitions and mergers).
	Strategic Marketing Management	3	The course introduces students to the process of developing and managing marketing strategies and examining how firms create and sustain customer value – from market analysis and product positioning to communications and channel systems design.
	Environmental Marketing	3	This course satisfies two interrelated objectives: to improve the students' marketing decision-making ability through the solution of complex multinational marketing problems and to increase the student's sensitivity to different cultural, socio-economic, and legal



COURSE DESCRIPTIONS

			environments encountered in the international marketplace. The course uses readings, cases and a group project.
	Balanced Scorecard	3	This course will introduce participants to the development and implementation of the BSC. Students will learn how to come up with strategy maps, strategic initiatives, and key performance indicators and targets. It will help them prepare for BSC development and implementation. Moreover, they will be able to identify ways on how to maintain and sustain BSC and regard it as a strategic management system for the management of their own organization.
	Environmental Management	3	This course will equip students with technical knowledge on environmental quality standards and pollution management, environmental cost management, and basic assistance provided to business firms in complying with government requirements and procedures. Students learn from field experiences in different parts of the country and from interaction with communities, business entities, advocacy groups, and the government. They work and learn as a team and will be able to hone their leadership skills as well through these activities.
	Operations Research	3	This course introduces students to specific OR methodologies and their application to real-life problems. Emphasis will be on the use of OR approaches to support decision making in different functional areas (finance, marketing, strategic management).
	Configuration Management	3	This course introduces configurations management which is a systems engineering process for establishing and maintaining consistency of a product's performance, functional and physical attributes with its requirements, and design and operational information throughout its life.
	Management Information System	3	This course is intended to train future professionals who can harness information technology to meet business objectives. Students are provided with access to the latest in software, hardware, and network technologies. The course promotes MIS as a field and as a career, discusses the tools necessary for the profession, and provides in-depth analyses of the issues surrounding MIS operations. MIS caters to students who are interested in the application of computers to business organizations and to students who wish to pursue a management course with extensive exposure to computing.



COURSE DESCRIPTIONS

	Enterprise Resource Planning	3	<p>This course introduces students to Enterprise Resource Planning software that allows a business organization to integrate the internal and external aspects of its operations in a single system. It emphasizes the benefits of having a single information system for the entire spectrum of its operations - finance and accounting, manufacturing, sales and services, customer relationship management, e-commerce and distribution. Students will then appreciate the increased demand for the ERP software as more businesses need to sync their data and come up with one coherent story for the entire organization. In turn, decision makers in the company are able to take faster and more informed action.</p>
--	------------------------------	---	---