



UNIVERSITY GRADUATE PROGRAMS
SILLIMAN UNIVERSITY
Building Competence, Character & Faith

Master in Business Administration

Applicants to the MBA program must:

1. have a baccalaureate degree.
2. have a proficiency in the use of the English language.
3. preferably have at least two years work experience.
4. submit the Graduate School Application Form duly accomplished.
5. submit the permit to enroll form available from the Admission's Office
6. submit a copy of the Transcript of Records.
7. have taken and passed the following subjects, if non-business graduate:

| | |
|----------------------------|---------|
| Statistics | 3 units |
| Fundamentals of Management | 3 units |
| Fundamentals of Accounting | 6 units |
| Introduction to Economics | 3 units |
| Computer Education | 3 units |
8. be recommended for admission by a screening committee.

MASTER IN BUSINESS ADMINISTRATION
(Revised Curriculum SY 1991-92)

Basic Courses (12 units)

| | | |
|--------|---|---------|
| BA 201 | Quantitative Business Analysis | 3 units |
| BA 203 | Research Methodology and Research Writing | 3 units |
| BA 205 | Business Environment Analysis | 3 units |
| BA 207 | Business Philosophy & Management Leadership | 3 units |

Major Courses (15 units)

| | | |
|--------|----------------------------|---------|
| BA 202 | Human Resource Development | 3 units |
| BA 204 | Information Management | 3 units |
| BA 206 | Financial Management | 3 units |
| BA 208 | Operations Management | 3 units |
| BA 221 | Business Policy | 3 units |

Electives (6 units)

| | |
|----|---------|
| BA | 3 units |
| BA | 3 units |

BA 230 Business Thesis Writing (6 units)

TOTAL: **39**

Course Description

BA 201 QUANTITATIVE BUSINESS ANALYSIS **3 units**

An introduction to mathematical models as applied to business decision-making. Probability theory, elementary concepts in calculus, linear programming, inventory models, decision theory and network techniques, among others.

BA 203 RESEARCH METHODOLOGY & RESEARCH WRITING **3 units**

Examines the principles, methods and techniques of scientific research as a vital tool for effective management. Techniques in the professional and scholarly presentation of research works will also be taken up.

BA 205 BUSINESS ENVIRONMENT ANALYSIS **3 units**

Explores the global, political, economic, socio-cultural, technological and other external factors that influence decision-making.

BA 207 BUSINESS PHILOSOPHY AND MANAGEMENT LEADERSHIP (3 units):

This course is premised on the concept that the business enterprise is organized for the betterment of society. Its conduct, therefore, is steeped in social responsibility. A survey of business and management thinking on such areas as the role of business in society, customer relations, employee affairs, and business and government relations, among others will be taken.

Students in this course will also learn that management must communicate its business philosophy, vision and mission, and execute a series of actions which will result in the offering of high quality services and goods at the most reasonable prices. Toward this end, management must win the cooperation of people in the organization, gain the goodwill of the customers and meet the company's social responsibilities. Leadership styles and models that would lead to desired results will be examined.

BA 202 HUMAN RESOURCES DEVELOPMENT **3 units**

This course emphasizes that management boils down to the mobilization of people toward the attainment of organizational goals. It recognizes that an organization's human resource is its most important strategic asset. The course will focus on individual, dyadic, and group behavior in both the formal and informal structures of an organization. Interventions and approaches for human resource effectiveness will be studied. It will look into applications in the various areas of management, namely: production, marketing, finance, administration, research and development, etc. An overview of the concepts, principles and practices of human resource planning, procurement, retention, development, and termination will also be taken up in the course.

BA 204 INFORMATION MANAGEMENT **3 units**

Studies in the development and implementation of an effective management information system in an organization. It takes into account both the formal and informal information systems.

BA 206 FINANCIAL MANAGEMENT **3 units**

Introduces the concepts of money, credit, debt and the banking system for a better understanding of financial decisions of entities in the non-banking sector. It will then explore the finance function with primary emphasis on how an organization's financial resources are able to help achieve its goals and objectives. The course will include such topics as financial planning, capital structure, and asset management.

BA 208 OPERATIONS MANAGEMENT **3 units**

Traces the total management of the production, marketing and servicing of a good or service offered by an organization. It combines the concepts, principles and practices of production management and marketing management in one unbroken continuum. Topics include production planning as related to marketing strategy, marketing research as related to product and process design, production scheduling as related to marketing distribution and identifying customer needs and expectations as related to product quality.

BA 221 BUSINESS POLICY **3 units**

A review of key concepts from business disciplines needed to implement the general management viewpoint, this course covers a theory on business policy analysis and goal formulation. It includes environmental assessment, analysis of the internal situation of the firm, strategy formulation, and strategy implementation, and requires close integration of concepts from the students past business training.

Thesis Writing**BA 230 BUSINESS THESIS WRITING** **6 units**

The student is required to submit and orally defend a formal thesis. The thesis project serves as an instrument for relating to actual situations the various management concepts, philosophies, policies and analytical tools which the student has learned in the program.