

# Master in Business Administration

The M.B.A. program at Silliman is rooted in the principle of Christian stewardship and the husbanding of God's resources towards the fulfillment of a just and humane society. Profit, therefore, is not seen as the ultimate goal of an enterprise but a necessary means for holistic business development.

The program follows an integrated approach in the management of strategic resources, emphasizing the processes and techniques used to meet organizational objectives in a rapidly changing world.

## CURRICULUM

Basic Courses - 12 units

BA 201 - Quantitative Business Analysis

BA 203 - Research Methodology and Research Writing

BA 205 - Business Environment Analysis

BA 207 - Business Philosophy and Management Leadership

Major Courses - 15 units

BA 202 - Human Resource Development

BA 204 - Information Management

BA 206 - Financial Management

BA 208 - Operations Management

BA 221 - Business Policy

Electives - 6 units

BA 230 - Business Thesis Writing (6 units)

## COURSE DESCRIPTION

### CORE COURSES

#### **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.

### **MAJOR COURSES**

#### **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.

**COGNATE COURSES**

**BA 231 MANAGEMENT COMMUNICATION**

**3 units**

The course concentrates on the development and improvement of writing ability and the skills necessary for oral presentation. It explores the communication needs of a manager in supervision, coordination, meetings, conferences, informal and formal reporting, among others. The aim is to develop in the future manager the ability to communicate effectively — orally and in writing — inside and outside his organization.

**BA 232 MANAGERIAL ACCOUNTING AND CONTROL SYSTEM** **3 units**

The application of basic concepts in accounting to the needs of the business manager, especially in planning and controlling business activities. The objective of this course is to develop the student's skills in the use of accounting information by managers. The first half focuses on the development and use of cost data for different managerial purposes while the second deals with the systems and processes used by managers to ensure that resources are obtained and used effectively and efficiently for the achievement of an organization's objectives.

**BA 233 DECISION-MAKING MODELS AND PROCESSES**

**3 units**

A survey of the different types of decision-making techniques, models and processes. This course aims to hone the student's skills in problem identification and definition, and problem resolution.

**BA 234 DEVELOPMENT OF ENTERPRISE & ENTREPRENEURSHIP****3 units**

The objective of the course is to train the student in project development and in the establishment and operation of his own business. Topics include analysis of general business conditions, study of the role of entrepreneurs in the economic development of a community or country, development of entrepreneurial capacity, identification of investment opportunities, organizational development, business management know-how covering all aspects of how to set-up and operate one's own business, among others. The student is required to do a project feasibility study.

**BA 235 AGRIBUSINESS****3 units**

The course covers a general study of the activities involved in the manufacture and distribution of farm supplies, the actual farm operations and storage, processing and distribution of farm products. It also deals with the institutions and arrangements that coordinate and affect the stages of commodity flow such as government, trade associations, markets, cooperatives and financial entities. Basically, the course aims to develop in the student an appreciation and understanding of agribusiness systems, and to familiarize him/her with the rationale behind the existence of coordinating institutions and mechanisms and its effects on interrelationships within commodity systems.

**BA 236 FARM MANAGEMENT****3 units**

Management concepts of planning, implementation and control in the three important areas of management — production, marketing, and finance.

**BA 237 RURAL SOCIOLOGY****3 units**

The sociology of rural life. The study of rural society, its structure and functioning, basic social systems, processes and changes, with special emphasis on Philippine rural problems and rural community development.

**BA 238 HUMAN PROBLEMS IN TECHNOLOGICAL CHANGE 3 units**

Development of organized social groups into communities. The interdependence between rural and urban communities. Conditions of rural communities bypassed by changes, and planned efforts to enable rural communities to catch up with changes in urban centers.

**BA 239 ORGANIZATION AND MANAGEMENT OF COOPERATIVES****3 units**

The study of the nature, objectives, principles, practices and regulations governing the organization, operation and administration of agricultural and non-agricultural projects.

**BA 240 FEASIBILITY STUDY****3 units**

Principles, techniques and methods of conducting feasibility studies for income-generating projects.

**BA 241 PROJECT MANAGEMENT****3 units**

Involves the planning, organizing, directing and controlling of activities with specific objectives and time periods.

**BA 242 MACROECONOMICS****3 units**

The economic behavior of the country as a whole. The course will examine the basic macroeconomic problems of inflation, unemployment and sluggish growth. It will also look into the levels of consumption, investments, government expenditures and foreign trade as they affect national income. Moreover, measures or instruments to solve the basic macroeconomic problems such as fiscal, monetary, foreign and incomes policy will be discussed.

**BA 243 MANAGERIAL ECONOMICS****3 units**

The application of price theory to the decision problems within the organization. The course includes a thorough discussion of such topics as costs and pricing and makes use of some elementary decision theory or operations research models.

**BA 244 LABOR ECONOMICS****3 units**

This course deals with the functioning of the labor market and the economic problems of developing countries. Topics include: levels of employment, wage determination, human resources and education, labor mobility and migration, labor unions, and public policy with respect to the labor force.

**BA 245 PUBLIC FINANCE AND FISCAL POLICY****3 units**

Analysis of fiscal theory. The use of economic models in the formulation of fiscal policy, the potential role of taxes, expenditures or debt management in stabilizing the economy, and administrative, legislative and political barriers of a consistent national fiscal policy.

**BA 246 INTERNATIONAL ECONOMICS****3 units**

The theory and practice in international trade, the international payments system, and the international movements of the factors of production. Includes the discussion of disequilibrium and barriers to trade and of the institutions for international cooperation and growth.

**BA 247 INVESTMENT MANAGEMENT****3 units**

A survey of the basic principles and techniques of investment analysis, portfolio selection, and portfolio management. Various types of investment securities and risk-return characteristics of each are explored.

**BA 248 BANK ADMINISTRATION AND POLICY****3 units**

Examines banking practices from the viewpoint of the managers and stockholders of the bank, and develops a strategic framework for both immediate and long-range planning, execution, and control. Emphasis placed on bank or

zation, personnel and external relations.

**BA 249 COMPARATIVE MANAGEMENT SYSTEMS 3 units**

A survey of different management concepts and principles with the intention of drawing meaningful and relevant system for the Philippine situation. The course will look at the management systems of the Americans, Japanese, Chinese, ganiEuropeans, etc.