

Master in Business Administration Flexible Modular Program

We recognize the needs of working Graduate Students to fit their continuing education pursuits in higher education around a work-life balance that supports their career directions and professional commitments. Supported by the University’s active scientific community, public sector alumni linkages, and robust online learning environment, UE’s Flexible Modular Program in Business Administration provides the opportunity to discover and learn cutting-edge knowledge and best practices from the social justice and sustainable management perspective:

Module	Semester	Courses
1. Ethical and Scientific Foundations that Support Business Administration Practice	Semesters 1 and 2	GMB 7101 Corporate Social Responsibility and Good Governance GRR 7501 Statistical Methods Applied to Research GMB 7105 Human Behavior in Organization GMB 7107 Legal Aspects of Management GMB 7202 Financial Management GMB 7203 Operations Management
2. Dynamic Capabilities	Summer	GMB 7204 Marketing Management GMB 7205 Human Resource Management
3. Electives	Semester 3	<i>Prescribed Elective</i> GMB 7601 Essentials of Business Analytics <i>Entrepreneurship</i> GMB 7302 Business Model Innovation in New Ventures GMB 7303 International Entrepreneurship GMB 7305 Social Entrepreneurship <i>Financial Management</i> GMB 7308 Investment and Risk Management GMB 7309 Mergers, Acquisitions and Corporate Restructuring GMB 7402 International Banking and Financial Markets <i>Marketing Management</i> GMB 7403 Multinational Marketing GMB 7404 Consumer Behavior

		GMB 7407 Marketing Strategy
		<i>Operations and Supply Chain Management</i> GMB 7500 Manufacturing Systems Management GMB 7501 Management of Service Operations GMB 7503 Managing International Operations <i>Human Resource Management</i> GMB 7508 Managing Change and Innovation GMB 7600 Human Resources Training and Development <i>Additional Course</i> GMB 7700 Special Topics in Business Management
4. Research	Semester 4	GRR 7502 Research Methods across Disciplines GMB 7207 Policy Formulation and Strategic Management GRR 7901 Capstone Business Planning

Each module must be completed in its entirety. The last module provides learners with the option to choose three courses essential to their work environment. The Comprehensive Examination will be administered after Semester 4.

Annex A

Course Sequence

Year 1				Year 2		
Week	Semester 1	Semester 2	Summer	Semester 3	Semester 4	Summer
1	GMB 7101	GMB 7107	GMB 7204	GMB 7601	GRR 7502	Comprehensive Exam
2	GMB 7101	GMB 7107	GMB 7204	GMB 7601	GRR 7502	
3	GMB 7101	GMB 7107	GMB 7204	GMB 7601	GRR 7502	
4	GMB 7101	GMB 7107	GMB 7205	GMB 7601	GRR 7502	
5	GMB 7101	GMB 7107	GMB 7205	GMB 7601	GRR 7502	
6	GMB 7101	GMB 7107	GMB 7205	GMB 7601	GRR 7502	
7	GRR 7501	GMB 7202		Elective 1	GMB 7207	
8	GRR 7501	GMB 7202		Elective 1	GMB 7207	
9	GRR 7501	GMB 7202		Elective 1	GMB 7207	
10	GRR 7501	GMB 7202		Elective 1	GMB 7207	
11	GRR 7501	GMB 7202		Elective 1	GMB 7207	
12	GRR 7501	GMB 7202		Elective 1	GMB 7207	
13	GMB 7105	GMB 7203		Elective 2	GRR 7901	
14	GMB 7105	GMB 7203		Elective 2	GRR 7901	
15	GMB 7105	GMB 7203		Elective 2	GRR 7901	
16	GMB 7105	GMB 7203		Elective 2	GRR 7901	
17	GMB 7105	GMB 7203		Elective 2	GRR 7901	
18	GMB 7105	GMB 7203		Elective 2	GRR 7901	

Course Schedule**Year 1, Semester 1**

Week	Subject	Day	Time
1 to 6	GMB 7101	T Th Sat	6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn
7 to 12	GRR 7501	T Th Sat	6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn
13 to 18	GMB 7105	T Th Sat	6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn

Year 1, Semester 2

Week	Subject	Day	Time
19 to 24	GMB 7107	T Th Sat	6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn
25 to 30	GMB 7202	T Th Sat	6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn
31 to 36	GMB 7203	T Th Sat	6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn

Year 1, Summer

Week	Subject	Day	Time
37 to 39	GMB 7204	M T W F S	6 to 9 p.m. 6 to 9 p.m. 6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn 2 to 5 p.m.
40 to 42	GMB 7205	M T W F S	6 to 9 p.m. 6 to 9 p.m. 6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn 2 to 5 p.m.

Year 2, Semester 3

Week	Subject	Day	Time
1 to 6	GMB 7601	T Th Sat	6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn
7 to 12	Elective 1	T Th Sat	6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn
13 to 18	Elective 2	T Th Sat	6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn

Year 2, Semester 4

Week	Subject	Day	Time
19 to 24	GRR 7502	T Th Sat	6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn
25 to 30	GMB 7207	T Th Sat	6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn
31 to 36	GRR 7901	T Th Sat	6 to 9 p.m. 6 to 9 p.m. 9 to 12 nn

Curriculum

Master in Business Administration Non-Thesis	Units
Core	
GMB 7101 Corporate Social Responsibility and Good Governance	3
GRR 7501 Statistical Methods Applied to Research	3
GRR 7502 Research Methods across Disciplines	3
GMB 7105 Human Behavior in Organization	3
	12
Major	
GMB 7107 Legal Aspects of Management	3
GMB 7202 Financial Management	3
GMB 7203 Operations Management	3
GMB 7204 Marketing Management	3
GMB 7205 Human Resource Management	3
	15
Elective	
<i>Prescribed Elective</i>	
GMB 7601 Essentials of Business Analytics	3
<i>Choice of 2 subjects</i>	
<i>Entrepreneurship</i>	
GMB 7302 Business Model Innovation in New Ventures	3
GMB 7303 International Entrepreneurship	3
GMB 7305 Social Entrepreneurship	3
<i>Financial Management</i>	
GMB 7308 Investment and Risk Management	3
GMB 7309 Mergers, Acquisitions and Corporate Restructuring	3
GMB 7402 International Banking and Financial Markets	3
<i>Marketing Management</i>	
GMB 7403 Multinational Marketing	3
GMB 7404 Consumer Behavior	3
GMB 7407 Marketing Strategy	3
<i>Operations and Supply Chain Management</i>	
GMB 7500 Manufacturing Systems Management	3
GMB 7501 Management of Service Operations	3
GMB 7503 Managing International Operations	3
<i>Human Resource Management</i>	
GMB 7508 Managing Change and Innovation	3
GMB 7600 Human Resources Training and Development	3
<i>Additional Course</i>	
GMB 7700 Special Topics in Business Management	3
	9
Integrating Course	
GMB 7207 Policy Formulation and Strategic Management	3
GRR 7901 Capstone Business Planning	3
	6
GRR 7700 Comprehensive Examination	

Total	42
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Core

GMB 7101 Corporate Social Responsibility and Good Governance

Concepts, principles, theories and practices of social responsibility and good governance; field experience and case study (3 units)

GRR 7501 Statistical Methods Applied to Research

Fundamentals of statistics as applied to master's degree research, including population, sample, parameter, statistics, and variable; the branches of statistics, sources of data, sampling concepts, sample selection methods; analysis and interpretation of data using statistics software (3 units)

GRR 7502 Research Methods across Disciplines

Methods and designs, concepts, processes, tools and interpretation of results of research in different disciplines (3 units)

GMB 7105 Human Behavior in Organization

Organizational behavior and development of strategies for effective people management in various work environments (3 units)

Major

GMB 7107 Legal Aspects of Management

Governing laws and principles in the establishment and management of registration and reportorial requirements and procedures (3 units)

GMB 7202 Financial Management

Financial and accounting information and its impact on decision-making and profit-planning (3 units)

GMB 7203 Operations Management

Concepts and techniques in designing, planning and control of manufacturing and service operations (3 units)

GMB 7204 Marketing Management

Concepts of marketing management in relation to the organization's total operation focusing on consumer satisfaction (3 units)

GMB 7205 Human Resource Management

Planning, developing, and managing human resources as linchpin for organizational change and source of competitive advantage (3 units)

Elective

GMB 7601 Essentials of Business Analytics

Terminologies and concepts of business analytics, statistical concepts and skills used in the formulation and solution of business problems in support of managerial decision-making (3 units)

GMB 7302 Business Model Innovation in New Ventures

Components of business models across industries and phases of growth of firm from high-tech to social ventures, and start-up phase to realization of significant value (3 units)

GMB 7303 International Entrepreneurship

International business and entrepreneurship, conducting business across borders (3 units)

GMB 7305 Social Entrepreneurship

Power and pitfalls of social entrepreneurship (3 units)

GMB 7308 Investment and Risk Management

Investment analysis and valuation of financial instruments, portfolio theory and management, efficient market theory, and enterprise risk management (3 units)

GMB 7309 Mergers, Acquisitions and Corporate Restructuring

Motives for and effects of change in corporate control, valuation issues in mergers and acquisitions (3 units)

GMB 7402 International Banking and Financial Markets

International monetary system, financial markets, finance, capital budgeting and global investment (3 units)

GMB 7403 Multinational Marketing

Marketing strategy and management in the context of international markets (3 units)

GMB 7404 Consumer Behavior

Consumer behavior research, concepts and principles (3 units)

GMB 7407 Marketing Strategy

Strategic marketing analysis and plans as functional strategies (3 units)

GMB 7500 Manufacturing Systems Management

Application of industrial and systems engineering techniques, principles, practices and methodologies as they relate to the operation, analysis, management, planning and design of manufacturing systems (3 units)

GMB 7501 Management of Service Operations

Interrelationship of management functions in service operations and links to processes (3 units)

GMB 7503 Managing International Operations

Exploration and coordination of worldwide operations to enhance performance (3 units)

GMB 7508 Managing Change and Innovation

Management of innovation; technical, economic and social dynamics of change in organizations (3 units)

GMB 7600 Human Resources Training and Development

Trends and strategies in human resources development in the corporate world across countries (3 units)

GMB 7700 Special Topics in Business Management

This course will address emerging topics and can be taken by the student twice when taught by two different visiting lecturers. (3 units)

GMB 7207 Policy Formulation and Strategic Management

Concepts of strategic management, business strategy formulation and business policy; exploration on the issue of social responsibility, statement of the company's mission, use of internal and external analysis and levels of strategy (3 units)

GRR 7901 Capstone Business Planning

In-depth analysis of the theory and processes of business organization through the completion of a piece of individual research (3 units; Prerequisite: Completion of major courses)

GRR 7700 Comprehensive Examinations

Prerequisite: Completion of all course work (0 unit)

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