



UNIVERSITY OF THE EAST
Graduate School
Manila

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	
Prescribed Elective	
GMB 7601 Essentials of Business Analytics	3
Choice of 2 subjects	
<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

* Approved by the University of the East Board of Trustees on March 23, 2017, initial offering in the First Semester 2017-2018.

** Government Recognition # 40, 1965; 1975; AR 2017

*** PAASCU Level II Re-Accredited Status (Dec. 2016-Nov. 2019)

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 environment (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 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 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 units)

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