



UNIVERSITY OF THE EAST
Graduate School
Manila

Master in Business Administration Tourism and Hospitality Management Thesis		
Core		
GMB 7101	Corporate Social Responsibility and Good Governance	3
GTH 7102	Managerial Accounting for the Tourism and Hospitality Industry	3
	Human Behavior in Organization	3
GMB 7105	Economic Analysis for Managers	3
GMB 7106	Statistical Methods Applied to Research	3
GRR 7501	Research Methods across Disciplines	3
GRR 7502		3
		18
Major		
GMB 7201	Management Science	3
GTH 7201	Tourism and Hospitality Operations Management	3
GTH 7202	Strategic Marketing for Hospitality Services	3
GTH 7203	Human Resource Management in the Tourism and Hospitality Industry	3
	Operations Management I	3
GMB 7203		3
		15
Electives		
GTH 4301	Laws, Legal Responsibilities and Taxation Related to the Tourism and Hospitality Industry	3
		3
GTH 4302	Product Development in Tourism	3
GTH 4303	Special Events and Convention Management	3
GTH 4304	Entrepreneurial Studies in the Tourism and Hospitality Industry	3
	Comparative Approach to Transportation Management	3
GTH 4305	Cruise, Leisure and Recreation Management	3
GTH 4306	Travel Agency Management and Operations	3
GTH 4307		6
Integrated Course		
GMB 7207	Policy Formulation and Strategic Management	3
Thesis		
GRR 7700	Comprehensive Examination	-
GRR 7980	Thesis 1	3
GRR 7990	Thesis 2	3
		6
Total		48

*Initial offering First Semester, 2011-2012

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)

GTH 7102 Managerial Accounting for the Tourism and Hospitality Industry

The course delves on theories, concepts, principles, and methods of management accounting as tool for decision-making in the management of financial resources of tourism/ hospitality businesses. It focuses on budgeting and control, as well as how financial statements are prepared, analyzed, and interpreted. (3 units)

GMB 7105 Human Behavior in Organization

An introduction to basic organizational behavior concepts and how to develop effective people management strategies, and gain into one's own behavior in order to increase chances of success in a variety of organizations (3 units)

GMB 7106 Economic Analysis for Managers

Microeconomic and macroeconomic issues from a theoretical and applied perspective. The course stresses analytical reasoning and the application of quantitative techniques and economic methodology to managerial problems. Particular emphasis is placed on the limitations, strengths, and uncertainties of macro- and microeconomic policies in view of changing institutional and regulatory environments, extensive global interactions and linkages, and increasingly volatile individual expectations. (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)

MAJOR

GMB 7201 Management Science

Analysis of financial and accounting information and its impact on financial decision-making and profit planning. Special emphasis on financial analysis, management of working capital, cost of capital, capital budgeting, long-term financing, dividend policy and internal financing. (3 units)

GTH 7201 Tourism and Hospitality Operations Management

This course introduces the theories, concepts, and principles in the study of tourism and hospitality management, and how these relate or apply to actual situations in the tourism/hospitality industry. (3 units)

GTH 7202 Strategic Marketing for Hospitality Services

This course applies marketing theories, principles, and strategies as management tools for preparing tourism/ industry businesses to become competitive in selling its products/services catering to the needs of the tourism and hospitality industry. (3 units)

GTH 7203 Human Resource Management in the Tourism and Hospitality Industry

This course deals with the different theories, principles, strategies and techniques involved in managing the use of manpower and physical resources of tourism/hospitality enterprises. Focus is on the efficient/effective management of the various department operations, organizational conflict, and changes in the industry environment. (3 units)

GMB 7203 Operations Management I

Concepts and techniques for design, planning and control of manufacturing and service operations. Topics include operations analysis, coordination and planning, quality management, project management and logistics and supply chain management (3 units)

ELECTIVES

GTH 4301 Laws, Legal Responsibilities and Taxation Related to the Tourism and Hospitality Industry

This course seeks to develop skills in analyzing, interpreting, and applying the different laws and regulations that govern the tourism/hospitality industry, including those that pertain to limits of liabilities and taxation in the tourism/hospitality industry. (3 units)

GTH 4302 Production Development in Tourism

This course applies marketing theories, concepts, principles, strategies, and techniques involved in preparing, managing, and packaging of tourism/hospitality products or services. The focus is on product development, image/brand development, and distribution methods using the results of survey or information gathering. (3 units)

GTH 4303 Special Events and Conventional Management

This course orients students with the concepts, practice, and processes of event management, including strategic and shareholder issues in event management, project management, marketing, and public relations. Focus is on how to develop skills in managing the different

activities involved before, during, and after in organizing and implementing events/conventions through the use of case studies or actual industry observations. (3 units)

GTH 4304 Entrepreneurial Studies in the Tourism and Hospitality Industry

The course provides in-depth knowledge of the theories, concepts, and principles of entrepreneurship as applied within the context of tourism/hospitality industry under different economic, social, and political environments. (3 units)

GTH 4305 Comparative Approach to Transportation Management

The course basically orients and exposes students to the major modes of air, land, and sea transportation and of how these infrastructures are managed to provide efficient/ effective support and mobility to the tourism/hospitality industry. The course also compares the advantages/ disadvantages, cost & benefits between different types of transportation. (3 units)

GTH 4306 Cruise, Leisure and Recreation Management

This course orients, and provides practical understanding to, students about the cruise industry and its allied services. Shipboard experience shall also be provided to the students to have a strong grasp of managing actual ship and cruise operation. (3 units)

GTH 4307 Travel Agency Management and Operations

The course provides the student with comprehensive knowledge and understanding of the theories, concepts, strategies, techniques, and practices of managing a travel agency business. Case studies are used to expose the student with actual events/activities happening in travel agencies to develop practical approaches to solving management problems associated with the travel agency business. (3 units)

GMB 7207 Policy Formulation and Strategic Management

This course aims to integrate the concepts of strategic management, business strategy formulation and business management and strategy formulation. This includes exploring the issue of social responsibility, defining a company's mission statement, the use of internal analysis, external analysis, and levels of energy. The course also examines issues involved with strategy implementation. This includes structural, cultural and leadership implications. A final strategy paper is required and is defended before a panel of examiners. (3 units)

GRR 7700 Comprehensive Examination

Prerequisite: Completion of all course work (0 units)

GRR 7980 Thesis 1

Selection and presentation of research topic, writing and oral defense of research proposal (3 units; Prerequisite: GRR 7700 Comprehensive Examinations)

GRR 7990 Thesis 2

Conducting, writing and oral defense of master's thesis approved in Thesis 1 (3 units; Prerequisite: GRR 7980 - Thesis 1)

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