



**UNIVERSITY OF THE EAST**  
Graduate School  
Manila

<b>Master in Business Administration</b>	<b>Units</b>
Thesis	
<b>Core</b>	
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
	<b>12</b>
<b>Major</b>	
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
	<b>15</b>
<b>Elective</b>	
<b>Prescribed Elective</b>	
GMB 7601 Essentials of Business Analytics	3
<b>Choice of one subject</b>	
<i>Entrepreneurship</i>	
GMB 7302 Business Model Innovation in New Ventures	3
GMB 7303 International Entrepreneurship	3
GMB 7305 Social Entrepreneurship	3
<b>Financial Management</b>	
GMB 7308 Investment and Risk Management	3
GMB 7309 Mergers, Acquisitions and Corporate Restructuring	3
GMB 7402 International Banking and Financial Markets	3
<b>Marketing Management</b>	
GMB 7403 Multinational Marketing	3
GMB 7404 Consumer Behavior	3
GMB 7407 Marketing Strategy	3
<b>Operations and Supply Chain Management</b>	
GMB 7500 Manufacturing Systems Management	3
GMB 7501 Management of Service Operations	3
GMB 7503 Managing International Operations	3
<b>Human Resource Management</b>	
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
	<b>6</b>
GRR 7700 Comprehensive Examination	-
GRR 7980 Thesis I	3
GRR 7990 Thesis II	3
	<b>6</b>
<b>Total</b>	<b>39</b>

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

\*\* GR No. 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)

**GRR 7700      Comprehensive Examinations**

Prerequisite: Completion of all course work (0 unit)

**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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