



# Adventist University of the Philippines

## BUSINESS ADMINISTRATION DEPARTMENT

### COURSE DESCRIPTIONS

(Enhanced Curriculum 2014)

**BABM 111 FUNDAMENTALS OF BUSINESS ORGANIZATION AND MANAGEMENT.** This course aims to acquaint students with fundamental requirements in organizing a business enterprise. It provides background on the development of business culture and introduces the underlying concepts of organization and management. It covers the general area of management including the fundamental management functions and touches on the areas of personnel, financial, materials, procurement, production, and marketing management. Credit: 3 units

**BABM 121 BASIC ECONOMICS FOR BUSINESS WITH LAND REFORM AND TAXATION.** This course introduces the students two important parts of the study of economics - microeconomics and macroeconomics. Macroeconomics focuses on the study of the decisions of individual households and firms. It includes also the study of the way the individual markets work, and the detailed way the regulation and taxes affect the allocation of labor, goods, and services. Topics related to technological change, production and consumption, and wages and earnings are part of this subject. Macroeconomics on the other hand focuses on the study of the overall level of activity –unemployment, aggregate income, average prices, inflation, and other areas dealing with differences in wealth among nations. It includes also topic on land reform and taxation. Credit: 3 units

**BABM 123 COB Executives' Circle Chorus.** This course helps the students to direct and focus their lives on a meaningful and enjoyable balanced Christian life through choral singing and to prepare them for witnessing. (Optional) Credit: 1 unit

**BABM 211 MONEY, CREDIT, AND BANKING.** This course introduces the concepts, principles, and practices on the use of money, credit, and banking and their relevance to the present social and economic conditions. It discusses the different kinds and uses of money, lending, central banking, and an overview of different financial institutions and the services they offer. Credit: 3 units

**BABM 212 HUMAN RESOURCES MANAGEMENT.** This course presents the conceptual framework for the students to grasp the big picture or the broader scheme of human resources management functions. Emphasis is based on the premise that three critical strategic objectives guide all human resources management functions: productivity, quality of work life, and profitability. It provides the backdrop against which students will explore the nature and content of each human resources management function. The relationship of these three goals should strengthen the students' perception of human resources management as an important function affecting individuals, organizations, and society. Prerequisite: Fundamentals of Business Organization and Management Credit: 3 units

**BABM 223 MANAGEMENT OF HUMAN BEHAVIOR IN ORGANIZATIONS WITH PERSONALITY DEVELOPMENT.** This course introduces the students to the concepts and theories of management of human behavior in organizations. It covers motivation, group and work group behavior, leadership and power, management of culture, management of conflict, management of change, organizational development, and career, time and stress management. The course enables the students to differentiate the conceptual/theoretical application in small/medium/large-scale industry. It looks into the various organizational behavior and relates the individual workers' values, attitudes, and adjustment patterns to work. It includes also special topics in personality development. Prerequisite: Fundamentals of Business Organization and Management. Credit: 3 units

**BABM 224 PRODUCTIONS AND OPERATIONS MANAGEMENT.** This course covers the principles and concepts on general management, cost accounting, industrial engineering, and quantitative methods in business. This subject presents the primary activities of the operations function in organization. The operations function is an exciting area of management that has a profound effect on both production and productivity. It includes also discussion and examples for both manufacturing and service business organizations. It gives emphasis on the production and operation activities such as forecasting, choosing a location for an office or plant, allocating resources, designing products and services which are often strategic issues in business organizations. Prerequisites: Fundamentals of Business Organization and Management and Basic Economics for Business. Credit: 3 units

**BABM 311 TOTAL QUALITY MANAGEMENT.** This course includes the study of TQM process, its planning, and implementation of theories of leading TQM proponents, TQM tools and methods including concurrent engineering, benchmarking, quality function deployment, statistical process control, and development and implementation of the improvement process. It focuses also on the quality management principles such as customer-focused organization, leadership, involvement of people, process approach, system approach to management, continual improvement, factual approach to decision making, and mutually beneficial supplier relationship. Prerequisite: Fundamentals of Business Organization and Management. Credit: 3 units

**BABM 313 FINANCIAL MANAGEMENT I.** This course focuses on introduction to managerial finance, important financial concepts, and long-term investment decisions. It covers the role and environment of managerial finance, financial statements and analysis, and cash flow and financial planning, time value of money, risk and return, interest rates and bond valuation, stock valuation, capital budgeting cash flows, capital budgeting techniques, and risk and refinements in capital budgeting. Prerequisite: Principles of Accounting I and II. Credit: 3 units

**BABM 322 SOCIAL RESPONSIBILITY AND GOOD GOVERNANCE WITH BUSINESS ETHICS.** This course covers the universality of corporate governance principles, the changing role of corporate directors, ethical norms and corporate duties, transparency, accountability, corporate culture and social advocacy. This course provides also the framework that includes the basic understanding on the nature of man as center of all values. It is designed to inculcate to the students, the importance of ethics in building business relations with the customers, suppliers, stockholders, and the government in the attainment of the objectives of the organization. It aims to know the philosophical nature and purpose of business in the society, interrelationship of business ethics and organizational performance, ethical issues that business and global economy face today, and application of ethical principles and ethical decision making in business. Prerequisite: Fundamentals of Business Organization and Management. Credit: 3 units

**BABM 323 INVESTMENT MANAGEMENT.** This course covers the fundamentals of investing, ranging from descriptive materials on how securities are bought and sold (investment environment) to theoretical materials on how securities are valued in an efficient financial market (investment process). It includes also securities and other investment opportunities which will be analyzed in terms of the risks and rates of return an investor can expect to obtain from them. It gives emphasis on tools and strategies to reduce risks, overview of the investment alternatives, and management strategies. Prerequisites: Principles of Accounting I and II. Credit: 3 units

**BABM 324 FINANCIAL MANAGEMENT II.** This course deals with long-term financial decisions, short-term financial decisions, and special topics in managerial finance. It covers the cost of capital, leverage and capital structure, dividend policy, working capital and current assets management, current liabilities management, hybrid and derivative securities, mergers, leveraged buyouts (LBO'S), divestitures, and business failure, and international managerial finance. Prerequisite: Financial Management I. Credit: 3 units

**BABM 326 MANAGEMENT OF ORGANIZATION/ ENTERPRISE/SMALL BUSINESS AND COOPERATIVES.**

This course intends to provide students knowledge on how to organize, operate, and manage small business enterprises. Current methods and practices of solving problems generally encountered in the operation of small business involving planning, legal requirements, finance, sources of capital and government provided technical assistance are discussed. Other topics include personnel needs, purchasing, selling, taxation, insurance, and other related matters. Special emphasis is placed on the strategic management process and use of a business plan for the small business. It deals also with the study of the importance of cooperatives in the country, how it is organized and how it is managed. A study of the principles governing organization and management of cooperatives touching on the methods of raising its capital, the manner of administering its operations and the sharing of whatever benefits that arise from its activities. The course touches on the history of the origin of cooperatives, its growth and development in the various countries and how it has contributed to the promotion of the well-being of its members. It dwells on how cooperatives can help in providing solution to many of the economic problems now confronting the Philippine society. Prerequisites: Fundamentals of Business Organization and Management, Human Resources Management, Marketing and Sales Management, and Production and Operations Management. Credit: 3 units

**BABM 331 BUSINESS RESEARCH WITH FEASIBILITY.** This course intends to orient students on how to do the business researches specifically on the preparation of Project Feasibility Study. It deals with the study and understanding of the processes of research methodology to develop research competence in the functional areas of management such as marketing, production, organization, and financial aspects. Pre-requisites: Fundamentals of Business Organization and Management, Principles of Marketing, Financial Management, Production Management, Principles of Accounting, Business Law, Taxation, Basic Economics for Business, Quantitative Techniques in Business, and Language (English). Credit: 3 units

**BABM 414 ORGANIZATIONAL DEVELOPMENT.** This course covers mapping the territory, foundations of organization development and transformation, and fundamental interventions. It further discusses the vital aspects, assumptions, issues, processes, strategies and interventions, dilemmas, and requirements of this emerging discipline. Prerequisites: Fundamentals of Business Organization and Management, Total Quality Management, Human Resources Management, Marketing and Sales Management, Management of Human Behavior in Organizations with Personality Development, Production and Operations Management, Management of Cooperatives, Investment Management, Financial Management I and II, and Management of Organization/Enterprise/Small Business. Credit: 3 units

**BABM 415 CONTROLLERSHIP.** This course covers the organization for administration and control, control tools and techniques, issues in control, the auditor's consideration of the internal control structure, internal control in an EDP environment, and internal control questionnaires or checklists—organizational structure, purchasing and inventories, payrolls, cash disbursements, revenues and receivables, plant and equipment, investments, and cash receipts. Prerequisites: Principles of Accounting I and II, Financial Management I and II, Income Taxation, and Investment Management. Credit: 3 units

**BABM 416 BUSINESS POLICY AND STRATEGIC PLANNING.** This course is concerned with the strategic management of business, problems in the organization and administration, planning and formulation of policies, and decision making. An integrated approach is utilized in policy making, organization, resource management and utilization by viewing these functions from the company-based perspectives. Problems are handled analytically, business issues and strategies are studied, and alternatives solutions are developed to arrive at sound decisions. This course makes an extensive use of case studies. Prerequisites: Fundamentals of Business Organization and Management, Human Resources Management, Marketing and Sales Management, Principles of Accounting, Financial Management, and Business Ethics with Human Relations. Credit: 3 units

**BABM 417 PRACTICUM I – Actual Business Management.** This course offers business students the opportunity to prepare for greater endeavors after graduation. This will provide experience in managing their own small business in the future. Credit: 3 units

**BABM 428 PRACTICUM II – On-the-Job Training.** This course intends to provide the students actual office practice and field experience under the close supervision of qualified business personnel. Credit: 3 units

**MKTG 121 PRINCIPLES OF MARKETING.** This course is designed to familiarize students with a variety of marketing principles, concepts, theories, and models as they apply to different marketing problems. It includes also the study and analysis of the market, marketing mix (4 Ps – product, place, promotion, and price), international, and service marketing. Credit: 3 units

**MKTG 212 MARKETING AND SALES MANAGEMENT.** This course presents the study of planning, organization and control of marketing operations. It covers the formulation of marketing plans and programs, budgeting, marketing control, and conduct and evaluation of marketing research. Other topics include the principles and methods of sales organization and management, development of sales strategies, policies, techniques of sales planning, development of sound working methods and systems, management control, and compensation of the sales force. Prerequisite: Principles of Marketing. Credit: 3 units

**MKTG 222 CONSUMER BEHAVIOR AND MOTIVATION.** This course focuses on the impact of the digital revolution on consumer behavior, the consumer as an individual, consumers in their social and cultural settings, and the consumer's decision-making process. It introduces the reasonably comprehensive description of the various behavioral concepts and theories that have been found useful for understanding consumer behavior. It presents examples of how these concepts have been utilized in the development of marketing strategy, and finally gives activities to students, and requires them to apply the concepts in analyzing cases. Pre-requisite: Principles of Marketing Credit: 3 units

**MKTG 313 COST AND PRICING MANAGEMENT.** This course brings excitement to students not only because of dramatic changes in the marketplace – providing value to customers, total quality management, time as a competitive element, advanced information and manufacturing technology, globalization of markets, service industry growth, and mortality management; but also each student brings experience as a consumer and become active participants in the learning process. Those changes in the business environment over past two decades have profoundly affect cost/price management. In studying the subject, its focus will be more on the traditional and contemporary cost accounting and price and marketing management. Prerequisite: Principles of Marketing Credit: 3 units

**MKTG 322 DISTRIBUTION MANAGEMENT.** This course introduces the students to the challenging career of distribution potential for those with the desire to enter distribution career in a constantly changing environment armed with proper knowledge and background skills to compete effectively in a growing professional arena. It orients the students how to think strategically at decision making task of distribution from the point of production to the hands of the ultimate consumer. Prerequisite: Principles of Marketing. Credit: 3 units

**MKTG 411 ADVERTISING AND SALES PROMOTION MANAGEMENT.** This course prepares the students for the new world of advertising and promotions. It examines the role of promotions in marketing and introduces the concept of marketing communication, its program situation analysis, communication process, and methods of monitoring, evaluation and control. It includes also segmentation and positioning, branding, media planning and strategy, creative strategy, planning an advertising campaign, and advertising research. Sales promotion includes the study of consumer behavior and how promotion affects sales. Prerequisite: Principles of Marketing. Credit: 3 units

**MKTG 412 INTERNATIONAL MARKETING.** This course aims to provide students with the fundamental skills in research design and analysis necessary for marketing decisions. Business and industry call for reaching the end users and for satisfying them with the quality and usefulness of what is produced or served through production planning. Prerequisites: Principles of Marketing, Marketing and Sales Management, and Consumer Behavior and Motivation. Credit: 3 units

**MKTG 413 MARKETING RESEARCH AND PRODUCTION PLANNING.** This course covers the fundamentals of globalizing marketing, foreign entry, local marketing, and global management. Emphasis is given to the nature of international marketing and export management, the uncontrollable environment in which an international businessperson works. It also examines the increasingly important roles of international organizations, the international monetary system, and their impact on business. This course also assesses the global market opportunities, and teaches the methods of developing global/international marketing strategies. It discusses the current marketing practices as well as describing the trends and new directions of international companies. Prerequisites: Principles of Marketing and Marketing and Sales Management. Credit: 3 units