



Adventist University of the Philippines

Master in Business Administration majors in

Accounting and Finance

Business Management

Hospital and Healthcare Management

Human Resource Management

(Enhanced Curriculum 2014)

Course Descriptions

Basic Courses

BUAD 510. PHILOSOPHY OF BUSINESS (3 units) The businessman in a free enterprise society often confronts certain conflicts due to his failure to discern and appreciate the changing requirements of social institutions. The course is designed to help the student understand why people, organizations, and societies change; how and in what direction change is taking place and what he can do to either help, hinder or direct, i.e., manage the processes. Particular attention is paid to the philosophical definitions of business profit and corporate responsibility. The student is encouraged to develop a conceptual framework based on business as a service, as a vehicle for social change and true fulfillment of human development.

CGSR 511. BUSINESS RESEARCH METHODOLOGY (3 units) A comprehensive survey of research methods and discussion of the major topics in the research process relevant to business and industry which includes the foundation of research, research design, data collection, analysis, evaluation and reporting. The main focus is on the application of the scientific methods to business research, from the view point of the “producer-consumer.”

CGSR 512. BUSINESS STATISTICS (3 units) Basic statistical concepts to include descriptive and inferential methods in the analysis and interpretation of data.

CGSA 611 ACADEMIC WRITING AND SPEAKING (3 Units) – This course is designed to enhance the academic English skills of graduate students, particularly in the domains of writing and speaking, through interactive and creative class activities. Further, this will incorporate a pragmatic and communicative approach to learning the academic conventions of writing and speaking which are specifically relevant to the nature of graduate scholarship and research. Special emphasis is on the refinement of academic writing and speaking skills using authentic assessment methods.

Bible Course - Internal Requirement

RELB 611 SDA THEOLOGY ON CHRISTIAN ECONOMICS (3 Units) – A theological exploration from Biblical and extra-Biblical authorities of the wholistic concept of SDA teachings and lifestyle, their relationship to the gospel and their implications for Christian life and witness in the context of Contemporary Adventism.

Business Core Subjects

BUAD 513. MNGT. OF ORG. AND ENTREPRENEURSHIP (3 units). It focuses on the application of principles, concepts, and theories of management to make the manager more effective, efficient, excellent and enhanced as a person and as a leader. It also covers the principles and problems in organizing a new venture in a small business covering the enterprising spirit, proposal writing, financing, organizing, and operating aspects.

BUAD 514. GLOBAL MARKETING AND SALES MANAGEMENT (3 units). Analyzing international market opportunities, selecting target markets, designing marketing programs, organizing, implementing, controlling marketing efforts in all kinds of organizations in the context of globalization.

BUAD 515. FINANCIAL MANAGEMENT AND CONTROL (3 units). The focus of financial management is on investing and financing activities of an organization. It investigates the foundations of finance including the concept and application of risk, return and value; cost of capital and capital budgeting; technique of financial analysis and planning; working capital management and control activities.

BUAD 516. PRODUCTION AND OPERATIONS MANAGEMENT (3 units). Analysis of problems and issues faced by production/operations managers in manufacturing, merchandising and service industries. Concepts and techniques covered include operations forecasting, planning, scheduling, plant layout, facility location, line balancing, and inventory controls. These concepts are appraised from the total quality control management perspective.

BUAD 517. HUMAN RESOURCE AND BEHAVIOR MANAGEMENT (3units). It deals with a comprehensive study of the essential Human Resource Management concepts and technique for effective management of people and jobs.

BUAD 518. MANAGEMENT INFORMATION AND COMMUNICATION SYSTEM (3 units). It focuses on broadening the knowledge and understanding of student in the management of computer-based information systems, and a study of the theory and practice of effective communication in business management. The emphasis of the course is on developments in hardware and software, management of hardware, software, and information personnel and ability to relate to the initiation and implementation of any computer system designs, oral communication, written business messages, preparation of reports and proposals, intercultural communication and communication technology.

Specialization Courses (9 units):

Accounting and Finance

BUAD 521. MANAGEMENT ACCOUNTING AND CONTROL (3 units). A course in accounting aimed at providing an orientation, explanation, and interpretation of how accounting data can be applied in carrying out managerial functions. It includes the rational understanding of accounting principles, cost concepts and behavior, fund flow statements, and many others.

BUAD 522. INVESTMENT AND PORTFOLIO MANAGEMENT (3 units). The course will introduce students to investment management process. The coverage will include an introduction to modern portfolio theory, a study of capital asset pricing model (CAPM), asset pricing models (APM), efficient markets, stock and bond valuation models, fundamental vs technical analyses, trading practices, and an introduction to the role of futures and options in hedging and speculation.

BUAD 523. ADVANCED FINANCIAL STATEMENT ANALYSIS (3 units). Students will learn how to analyze and interpret financial statements effectively in order to evaluate organizations' liquidity, profitability and solvency. Emphasis is given on the impact of a firm's operating performance and financial condition on the prices of its shares in the stock market. The viewpoint is that of a heavy user of financial statements, whether that be in the context of private equity, a buyout firm, investment banking, asset management, or securities analysis.

Business Management

BUAD 524. BUSINESS POLICY AND STRATEGY (3units). A course designed to build and maintain consistent and effective policy framework; it develops the ability to analyze top level problems from a vantage point of senior executives working as one to formulate policies pertinent to control operations in line with the objectives of the firm.

BUAD 525. RISK MANAGEMENT AND INSURANCE (3 units). The course explores the risk management issues facing firms and individuals, examining how to protect firm value and personal wealth. It covers the areas of general risk management process, property and liability insurance, life and health insurance, annuities and employee benefits. The insurance industry and regulatory concerns are also addressed. In addition, the course touches on some of the new products emerging in the risk management arena and how the insurance industry responds to them.

BUAD 526. MANAGING CHANGE AND INNOVATION (3 units). The goal of the course is to identify the sources of innovative success and failure inside corporations, and how companies can develop and sustain a capability to innovate. The course adopts a capabilities-based view of the firm, drawing from economic, organizational, and technological perspectives.

Hospital and Healthcare Management

BUAD 527. LEADERSHIP IN HOSPITALS AND HEALTHCARE ORGANIZATIONS (3 units). This course defines leadership in healthcare today and addresses the essential qualities of leadership. For each quality, the course provides a succinct explanation and a list of suggestions for actually improving or applying this leadership quality.

BUAD 528. QUALITY MANAGEMENT IN HEALTHCARE ORGANIZATIONS (3 units). This course addresses the measurement and improvement of quality in healthcare organizations. Given the tremendous pressure currently imposed on healthcare providers to decrease cost, while increasing quality, this course is an essential element of healthcare administrative training. Included are all commonly used principles and practices of quality management in healthcare.

BUAD 529. HEALTHCARE SYSTEMS AROUND THE WORLD (3 units). This course focuses on multidisciplinary examination of healthcare systems around the world. Thirteen nations are described, and these models accurately reflect the systems in many related countries around the world. Diverse health systems from centralized and government operated to true private enterprise are presented and analyzed. The virtues and liabilities of each approach to healthcare delivery are explored, and lessons for world health and efficiency in healthcare delivery are considered.

Human Resource Management

BUAD 611. JOB AND PERFORMANCE EVALUATION (3 units). The course covers the major policy areas of job and performance evaluation preparing students to provide direction in the creation and implementation of effective management systems. Some of the topics are: Setting job performance objectives; Writing job performance evaluations and conducting the job performance evaluation interview; evaluating supervisory and managerial job performance.

BUAD 512. TRAINING AND EVALUATION MANAGEMENT (3 units). In this course, the student will learn how to: identify training and development needs through needs assessments; analyze jobs and tasks to determine training and development objectives; create appropriate training objectives; design effective training and development programs using different techniques or methods; implement a variety of different training and development activities; and evaluate training and development programs.

BUAD 513. CAREER DEVELOPMENT AND PLACEMENT (3 units). In this course students will acquire knowledge and skills that are important for developing, implementing and evaluating career development programs. Topics include: career development theories and decision models; using assessment instruments and techniques that are relevant to career planning and decision-making; ethical and legal issues and considerations related to career development; practical skills in career planning, placement and follow-up.

Electives (3/6 units)

BUAD 622. MANAGERIAL ECONOMICS (3 units). Integrates various principles and concepts from different fields of areas that relate to problems of economics, decision-making and policy formulation at the level of the firm.

BUAD 623. INTERNATIONAL BUSINESS ISSUES (3 units). It introduces the nature and scope of international issues in business management and the differences between domestic and international environment. Also covered are such topics as the framework for international transactions, global strategies, and cross-cultural concerns in management.

BUAD 624. MANAGEMENT OF COOPERATIVES AND NON-PROFIT ORGANIZATIONS (3 units). A thorough study on the trust of cooperative for economic development as well as the management of non-profit organizations. Topics include its uniqueness to the profit and corporate form of ownership.

BUAD 625. LEGAL AND TAX ASPECTS OF BUSINESS (3 units). An analytical study of the economic, sociological and legal bases of the reciprocal rights and duties of capital and labor, analysis and evaluation of different labor laws and social legislation. Also include discussion on taxation issues and updates in Business Organizations.

BUAD 626. CORPORATE PLANNING (3 units). It is designed to help students determine the long-term goals of a company as a whole and to penetrate plans designed to achieve these goals bearing in mind probable changes in its environment.

BUAD 627. ORGANIZATIONAL DEVELOPMENT AND TRAINING (3 units). This three unit course will assist would-be managers, OD specialists, HR, and Training professionals identify and facilitate broad-scale organizational change. It will focus on the role(s) of the human resource professional as a component of the organization as a whole.

Thesis Writing

CGST 611 THESIS WRITING I (3 Units) -This course is designed to provide students the essential processes of writing a thesis proposal. The special emphasis centers on how to select a thesis title, present a problem and its background, review the related literature and document the materials, and identify and present research methods appropriate to the study. The output is thesis proposal to be defended before a panel of experts.

CGST 622 THESIS WRITING II (3 Units) -The student continues to develop and write the thesis under the supervision of the adviser. When the thesis adviser determines that the student is ready to defend the thesis, and after the panel of examiners certifies the same, an oral defense will be scheduled to which all graduate faculty and students will be invited. The final bound copies of the defended and approved thesis must be submitted within one semester after passing the oral defense.