



University of Southeastern Philippines
COLLEGE OF BUSINESS ADMINISTRATION

Master of Business Administration – Enterprise Management

CMO No.15, series of 2019
Approved per BOR Resolution No. 165, series of 2020
Effective 1st Semester S.Y. 2021-2022

I. PREPARATORY COURSES

Course No.	Course Title	Units	Pre-requisite
BA 1001	Financial Accounting	(3)	
BA 1002	Management Principles	(3)	
BA 1003	Business Communications	(3)	
BA 1004	Applied Business Mathematics	(3)	

II. FOUNDATION/CORE COURSES

Course No.	Course Title	Units	Pre-requisite
BA 2001	Business Research	3	
BA 2002	Managerial Statistics	3	
BA 2004	Managerial Economics	3	
BA 2005	Managerial Accounting	3	BA 1001
BA 2006	Social Responsibility and Good Governance	3	

III. MAJOR COURSES

Course No.	Course Title	Units	Pre-requisite
BA 3001	Operations Management	3	BA 2002
BA 3002	Marketing Management	3	BA 2001 & BA 2004
BA 3003	Financial Management	3	BA 2005
BA 3004	Leadership and Organizational Behavior	3	All Preparatory Courses
BA 3005	Human Resource Management	3	All Preparatory Courses

IV. SPECIALIZATION COURSES – ENTERPRISE MANAGEMENT

Course No.	Course Title	Units	Pre-requisite
BA 4021	Sales Management	3	All Preparatory Courses
BA 4022	Business Model Development and Innovation	3	All Foundation Courses
BA 4023	Enterprise Risk Management	3	All Major Courses
BA 4101	Strategic Management	3	All Major Courses

V. ELECTIVE COURSES

Course No.	Course Title	Units	Pre-requisite
	Elective 1	3	
	Elective 2	3	

VI. THESIS

BA 6001	Thesis	6	All Academic Courses
BA 6002	Business Plan & Implementation	6	All Academic Courses

Course No.	Elective Courses
BA 5001	Quantitative Methods for Business
BA 5002	Information Management
BA 5003	Business Venture Management
BA 5004	Industrial Relations
BA 5005	Retailing in Digital Age
BA 5006	Managing Emerging Enterprises
BA 5007	Product Development and Prototyping
BA 5008	Management Information in Cooperative
BA 5009	Cooperative Governance and Social Performance of Cooperative Societies
BA 5010	International Trends on Agribusiness
BA 5011	Internet of Things
BA 5012	Digital Marketing

Preparatory	(12) units
Foundation/Core	15 units
Major	15 units
Specialization	12 units
Elective	6 units
Thesis	6 units
Total	54 units

Requirements:

- Students are required to take the Comprehensive Examination after finishing all academic course work and prior to enrolling Thesis.
- Students are required to submit at least one (1) publication to refereed journal.

- BA 1001 (Financial Accounting) if 12 units of accounting courses were taken in the undergrad.
- Students will be exempted to take BA 1002 (Management Principles) if 3 units of undergraduate management course was taken.
- Students will be exempted to take BA 1003 (Business Communication) if the student is a business course graduate
- Students will be exempted to take BA 1004 (Applied Business Mathematics) if the course was taken in the undergraduate.

Note: The MBA-Enterprise Management will fall under the Master of Science (MSc) Academic Track.