



University of Southeastern Philippines
COLLEGE OF BUSINESS ADMINISTRATION

Master of Business Administration – Hospitality 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 – HOSPITALITY MANAGEMENT

| Course No. | Course Title | Units | Pre-requisite |
|------------|-------------------------------------------------------|-------|-------------------------|
| BA 4061 | Tourism Planning and Sustainable Development | 3 | All Preparatory Courses |
| BA 4062 | MICE and Events Management | 3 | All Foundation Courses |
| BA 4063 | Contemporary Global Issues in Tourism and Hospitality | 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 |

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|-----------------|-----------------|
| 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-Hospitality Management will fall under the Master of Science (MSc) Academic Track.