



DOCTOR OF PHILOSOPHY IN BUSINESS MANAGEMENT
Major in International Marketing
REVISED CURRICULUM (S.Y. 2020-2021)

BASIC COURSES		9 UNITS
___	PHDBM711 Philosophical Foundations of Management	3
___	PHDBM712 Advanced Research Methods and Statistics	3
___	PHDBM713 Advanced Organizational Transformation and Leadership	3
CORE COURSES		15 UNITS
___	PHDBM721 Advanced Operations Management	3
___	PHDBM722 Advanced Marketing Management	3
___	PHDBM723 Advanced Human Resource Management	3
___	PHDBM731 Advanced Corporate Finance	3
___	PHDBM732 Advanced Business Economics	3
SPECIALIZATION (Choose 4 courses)		12 UNITS
___	PHDBMIM741 International Commerce & Digital Marketing	3
___	PHDBMIM742 International Fashion Marketing	3
___	PHDBMIM743 International Marketing Entry and Execution	3
___	PHDBMIM744 International B2B (Business to Business) Marketing	3
___	PHDBMIM745 International Hospitality & Healthcare Services Marketing	3
WRITTEN COMPREHENSIVE EXAMINATION		
DISSERTATION		12 UNITS
___	DISSE751 Dissertation Writing	12
<p>A structured, supervised program of scholarly research in your field of specialization, leading to a dissertation that makes an original contribution to the field, suitable for publication in a series of high-quality, refereed journal articles, and presentation in international forum/conferences.</p>		
___	DISSE752 Dissertation Paper Defense	3
TOTAL		48 UNITS

Prepared by
Online Graduate Programs Curriculum Committee

Revelino D. Garcia, Ph.D.
Chairman

Margie D.G. Dela Cruz, Ph.D.
Member

Approved by:

Junifen F. Gauuan, PhD.
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