

COURSE CODE: MKG502M

COURSE TITLE: . Business Organization and Management

DEPARTMENT: Marketing and Advertising **Management**

COURSE DESCRIPTION:

The goal of the Ramon V. Del Rosario College of Business is to form Lasallian Business Leaders who are competent, humanistic, nationalistic, and socially responsible change agents in business organizations and society, anchored on the Lasallian values of Faith, Zeal for Service and Communion in Mission. In support of this goal, this course is about the concepts and applications in the fields of strategic Human Resource Management (HRM) and Organizational Behavior (HUMANBE).

REFERENCES:

- Dyck, B., Caza, A., & Starke, F. A. (2018). Management: Financial, social, and ecological well-being. Winnipeg, Sapajo Publishing.
- Code of Ethics for Business. (1979). Bishops-Businessmen's Conference for Human Development, October 23, 1979. Retrieved from <http://tinyurl.com/qgkr9fw>
- Daft, R. L. (2007). Understanding the theory and design of organizations. Mason, OH: Thomson/South-Western.
- De Leon, H. S. (2005). The law on partnerships and private corporations. Manila: Rex Book Store.
- Dyck, B. & Neubert, M. (2012). Management (Philippine edition). Cengage Learning Asia (Philippines Branch)
- Griffin, R. (2013). Management: Principles and practices (11th ed.). Singapore: Cengage Learning.