



**FACULTY OF  
BUSINESS ADMINISTRATION,  
ECONOMICS AND  
COMMUNICATIONS**



## FACULTY OF BUSINESS ADMINISTRATION, ECONOMICS AND COMMUNICATIONS

The Faculty is committed to producing needed professionals in business, economics, and communications in the 21C. At present 6 programs are offered, namely (1) Master of Business Administration, (2) Master of Business Administration Program in Asian Business Management (English Program), (3) Master Of Business Administration Program in Strategic Information Technology Management and Master Of Sciences Program in Strategic Information Technology Management (International Program), (4) Master of Communication Arts in Communications, (5) Master of Economics, and (6) Master of Arts in Tourism Management.

Consequently, areas of study cover (1) business competitive edge, rapid economic development and competencies in organizational management with corporate responsibility, (2) idiosyncracies of ASEAN business management, (3) strategic information technology operations as the mainstay of business success, (4) effective communications with speed, accuracy and accessibility both internal and external to the organization, (5) the use of economic tools in research, especially with focus on the Lower Northern Region with cooperation from public and private sectors, and (6) competencies and expertise in tourism management keen with research capabilities on theoretical and practical bases so as to serve the demands in ASEAN and international market.