



Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION

CHED MEMORANDUM ORDER(CMO)

No. 27

Series of 2001

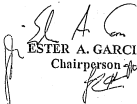
**SUBJECT: REVISED POLICIES, RULES AND GUIDELINES
FOR BUSINESS AND MANAGEMENT EDUCATION**

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In accordance with the pertinent provisions of Republic Act (RA) No. 7722, otherwise known as the "Higher Education Act of 1994," and for the purpose of rationalizing Business and Management Education(BME) in the country with the end view of keeping apace with the demand of global competitiveness, the following policies, rules and guidelines for Business and Management Education are hereby adopted and promulgated by the Commission.

This CMO shall remain in force and effect until otherwise revoked.

Pasig City, Philippines August 10, 2001


ESTER A. GARCIA
Chairperson

**CHED MEMORANDUM ORDER (CMO)
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**UPDATED POLICIES, RULES AND GUIDELINES FOR BUSINESS
AND MANAGEMENT EDUCATION**

In accordance with the pertinent provisions of Republic Act (RA) No. 7722, otherwise known as the "Higher Education Act of 1994," and for the purpose of rationalizing Programs in Business and Management Education (BME) in the country with the end view of keeping pace with the demands of global competitiveness, the following policies, rules and guidelines for graduate programs in business and management are hereby adopted and promulgated by the Commission.

**ARTICLE I
STATEMENT OF POLICY**

Section 1. All programs in Business and Management Education to be offered by higher education institutions (HEIs) shall be established in accordance with law and shall be subject to reasonable supervision by the Commission in accordance with this memorandum.

**ARTICLE II
MISSION STATEMENT AND OBJECTIVES**

Section 2. The programs under the Business and Management are designed to enable the students to:

- 2.1 Have a common foundation of knowledge through a core cluster of general and business courses;
- 2.2 Have a sufficient exposure to real work environment;
- 2.3 Gain skills for self- or corporate employment;
- 2.4 Acquire ethical values and possess a thorough understanding and appreciation of corporate social responsibility.

Section 3. The mission and objectives of school's program should be clearly stated in its catalogues and other informational materials. There should be a periodic assessment of the mission and objectives.

ARTICLE III AUTHORIZATION

Section 4. All curricular programs in Business and Management must have prior authorization from the Commission.

ARTICLE IV DEGREE PROGRAMS

Section 5. Degree Programs – The degree programs corresponding respectively to the specific areas shall henceforth be called:

- 5.1 Bachelor of Science in Accountancy (BSA)
- 5.2 Bachelor of Science in Commerce (BSC)/
Bachelor of Science in Business Administration (BSBA)
- 5.3 Bachelor of Science in Public Administration (BPA)
- 5.4 Bachelor of Science in Office Administration
(BSOA)/Bachelor of Science in Office Management
(BSOM)
- 5.5 Bachelor of Science in Hotel and Restaurant Management
(BSHRM)/Bachelor of Science in Hospitality
Management (BSHM)
- 5.6 Bachelor of Science in Tourism (BST)
- 5.7 Bachelor of Science in Customs Administration (BSCA)
- 5.8 Bachelor of Science in Entrepreneurship (BSE)

ARTICLE V ADMINISTRATION

Section 6. Programs in Business and Management should be administered by a full-time Dean or Director:

6.1 The Dean or the Director of the program should possess the following minimum qualifications:

- Be a Filipino citizen except in meritorious cases;

- Hold a license issued by the Professional Regulations Commission where applicable;
- Possess at least a master's degree in Business Management or a master's degree in another field with a Bachelor's degree in Business or Management;
- Have teaching experience of at least three (3) years at the tertiary level.
- Preferably have at least two (2) years experience in administrative or supervisory capacity in an educational institution or a business enterprise.

6.2 The general functions and responsibilities of the Dean or Director of the program are:

- To exercise academic leadership among the faculty;
- To adopt curricular programs attuned to current trends and developments in education and to practices of the profession;
- To maintain linkages with relevant industry and academic entities or organizations;
- To promote research and scholarly pursuits.

6.3 The teaching load of the Dean or Director should not exceed twelve (12) units per term

Section 7. Chairs or coordinators may be appointed to help in the administration of specific fields or disciplines in the program.

7.1 Chairs should possess the following qualifications:

- Have at least two (2) years of teaching experience in the tertiary level;
- Hold a license issued by the Professional Regulations Commission where appropriate
- Have a master's degree in one's field of specialization

Section 8. Schools are encouraged to enter into consortium arrangement share facilities and personnel with other schools in the locality /region giving rise to network of schools working together.

Section 9. There should be an adequate number of support and service personnel to assist the administration and faculty in the performance of their duties and functions.

ARTICLE VI FACULTY

Section 10. The faculty members should possess the educational qualifications, professional experience and teaching ability for the successful conduct of a school's program(s).

- 10.1 At least twenty five percent (25%) of business and professional subjects should be taught by faculty members with appropriate master's and/or law degrees.
- 10.2 At least thirty five percent (35%) of general education subjects in the program should be taught by faculty members with appropriate master's and/or law degrees.
- 10.3 All faculty members teaching accounting courses should be CPA's. All taxation subjects should be handled by either CPA's or lawyers while business law courses should be handled by lawyers.
- 10.4 Faculty members handling customs administration courses must be registered customs brokers.

Section 11. At least twenty percent (20%) of the business and professional subjects in the program(s) should be handled by full-time/full-load faculty members.

Section 12. The school should have an effective system of recruiting and selecting qualified faculty members.

- 12.1 Schools are encouraged to invite qualified business practitioners to teach in the program.

Section 13. A system of ranking and evaluating faculty members should be instituted and implemented.

Section 14. There should be opportunities for faculty development to enable faculty members to keep up with developments and techniques in

their field, improve their teaching skills and course materials, continue their professional growth, and contribute to research and other scholarly pursuits.

Section 15: The teaching load of faculty members should be as follows:

- 15.1 Faculty members should be assigned to teach courses only in their field of specialization.
- 15.2 The maximum total load of a regular full-time faculty member is twenty four (24) units/term. In meritorious cases, an overload of three (3) units may be allowed. In all cases a maximum load of twenty seven (27) units should be observed.
- 15.3 The maximum load covers all teaching assignments in all schools the faculty is connected with.
- 15.4 Faculty members teaching in more than one school must give formal notice of their teaching assignment in all schools concerned.
- 15.5 Government employees who serve as part-time instructors in a particular school may be given a maximum teaching load of nine (9) units, subject to government approval.
- 15.6 Faculty members should not be assigned to teach more than four (4) different preparations in any one term.
- 15.7 The publication of a faculty manual for the purpose of formalizing faculty policies and standards is highly recommended.

ARTICLE VII CURRICULUM STANDARDS

Section 16. The curriculum for Business and Management programs should be consistent with the school's mission statement.

- 16.1 The curricular requirement for each program should follow the minimum number of units prescribed by the CHED.
- 16.2 The school is free to enhance and to follow different patterns and modalities based on the needs of its clientele.

- 16.3 As a general rule, subjects should be offered as a three(3) unit courses equivalent to a minimum of 18 contact hours per unit.
- 16.4 For laboratory courses one unit is equivalent to two to three hours.

Section 17. All schools should have prepared course syllabi these should be made available to students at the beginning of each term. Grading systems should be clearly stated in the syllabi.

Section 18. All undergraduate courses should have a prescribed textbooks which should be selected on the basis of acceptable criteria, preferably by an independent textbook board or committee. The intelligent use of other instructional aids and resources should be encouraged.

Section 19. Access to computers and CD materials as well as the INTERNET should be provided to faculty members and students.

Section 20. Maximum class size for undergraduate courses should be fifty(50). For laboratory courses maximum class size should be twenty-five (25) students.

ARTICLE VIII LIBRARY

Section 21. Universities and colleges offering business and related programs should have library resources that are relevant and adequate in terms of quality and quantity; helpful in serving the needs of scholarship and research; and progressively developing and growing in accordance with the institutional developmental plans.

21.1 The number of holdings and reference materials for each curricular offering should be in proportion to the enrollment and needs of the students.

21.2 In addition to books, other academic resources should include a substantial number of journals and other professional publications such as journals.

Section 22. The library should be adequately staffed with professionally qualified and trained personnel supportive of the school's academic programs.

Section 23. There should be a universally accepted library classification system with card catalogues or a computer-based system. The open-shelf system is encouraged.

Section 24. The library should be conveniently located and open at reasonable hours for use of faculty and students.

ARTICLE IX PHYSICAL FACILITIES

Section 25. Colleges and universities offering Business and Management programs should provide adequate physical facilities for their courses.

Section 26. All institutions should maintain a campus conducive to promote the quality of its graduates.

Section 27. Support services such as health and placement services maybe shared with other units of the school.

ARTICLE X ADMISSION, RESIDENCE, AND GRADUATION REQUIREMENT

Section 28. Schools of Business and Management may formulate the admission requirements for their programs. Admission into the program will depend on the Admission and Retention Policy of the institution.

28.1 The school may evaluate and decide on credits of transfer students.

Section 29. As a general rule, a transfer student must spend at least two consecutive terms or the equivalent of twelve (12) units of academic course to be conferred the degree.

Section 30. For students who go on leave, re-admission to the program will be subject to the school's re-admission policies.

ARTICLE XI RESEARCH

Section 31. The institution should undertake research and should have a competent and qualified research staff.

Section 32. The administration should encourage and support research among its students and faculty and promote the utilization of research findings. Publication of research output should be undertaken in an in-house journal or other academic journals.

ARTICLE XVI REPEALING AND EFFECTIVITY CLAUSE

Section 33. The overriding concern of these policies, broad rules and general guidelines is the achievement of high quality in Business and Management. In applying these guidelines, emphasis should be placed on qualitative considerations rather than on merely quantitative measures. Departures from these guidelines will be accepted if the school can demonstrate that high quality (e.g. performance of graduates) is nonetheless achieved.

Section 34. **REPEAL.** Any and all administrative issuances which are contrary to or inconsistent with any of the provisions herein are hereby deemed automatically repealed, rescinded and/or modified accordingly.

Section 38. **NEW PROGRAMS.** These policies and standards shall apply immediately to new programs necessitating issuance of permits to operate Programs in Business and Management Education effective School Year 2002-2003.

Section 39. **EXISTING PROGRAMS-Effectivity and transition** should be no less than three (3) years.

SO ORDERED.

Pasig, Philippines, _____.