



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

CHED MEMORANDUM ORDER (CMO)

No. 39
Series 2006

SUBJECT: POLICIES, STANDARDS AND GUIDELINES FOR BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

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 the undergraduate education in business administration in the country with the end view of keeping pace with the demands of local and international business environment to become globally competitive, the following policies, standards and guidelines are hereby adopted and promulgated by the Commission.

ARTICLE I
INTRODUCTION

Section 1. The Business Administration program covers the integrated approach and interrelationship among the functional areas of business as well as sensitivity to the economic, social, technological, legal and international environment in which business must operate. The objective of the program is not simply to impart basic business knowledge, but to instill and nurture important qualities and skills in our students that are essential for future business leadership and organizational success.

It is an interdisciplinary and problem-focused program comprised of three integrated elements: basic business, business core and professional courses. Each business major consists of course designed to develop the critical thinking, problem-solving, interpersonal, communication, quantitative and computer skills needed by graduates to successfully serve as leaders in business organizations. The program also addresses contemporary organizational issues such as global competition, continuous quality improvement, good governance, and the relationship between organizations and various environmental forces which are key components of global economy.

A distinctive feature of the program is that the majority of upper-level courses include a practical project component, offering the opportunity to apply the problem-solving theories and concepts learned in the classroom to real situations. Extensive opportunities are available for students to meet business professionals and gain practical experience.

ARTICLE II AUTHORITY TO OPERATE

Section 2. All private higher education institutions (PHEIs) intending to offer the Bachelor of Science in Business Administration (BSBA) must first secure proper authority from the Commission in accordance with the existing policies, standards and guidelines. State universities and colleges (SUCs), and local colleges and universities should likewise strictly adhere to the provisions in these policies and standards.

ARTICLE III PROGRAM SPECIFICATIONS

Section 3. Degree

The degree program herein shall be called Bachelor of Science in Business Administration (BSBA). Higher Education Institutions (HEIs) offering Bachelor of Science in Commerce (BSC) shall likewise adopt the “Bachelor of Science in Business Administration”(BSBA). The BSBA program includes five major areas namely: Human Resource Development Management, Marketing Management, Financial Management, Operations Management and Business Economics.

Section 4. Program Description and General Objectives

Bachelor of Science in Business Administration Major in Human Resource Development Management (HRDM)

The Human Resource Development Program aims to prepare the graduates for a career in the field of Human Resource Management in various corporations whether in the manufacturing, marketing and service sectors, or in the different types of industries such as pharmaceutical, semi-conductor, food and beverage, banking industries and other types of organizations.

Built into the program is the normal evolution of Human Resource (HR) profession at the various stages of development of an enterprise. At the infancy stage of a company, the HR organization is limited to perform the traditional functions in personnel management. As it grows, HR gets involved in the administrative processes to ensure that policies, systems and procedures are in place to have consistency and order in handling and managing people. Thereafter, HR assists line managers in the acquisition and development of skills and competencies of employees before it engages in the more strategic directions of making its employees more competitive in the business environment given global competition.

The objectives of the program are:

1. Complete understanding of the concepts, principles, theories, and philosophies in Human Resource.
2. Assist students seek employment and facilitate the integration process in the corporate environment so they can be immediately productive once employed.

3. Assist the students in appreciating the HR role in the organization and how they can make meaningful contributions as a strategic partner in building the organization to become globally competitive.

Bachelor of Science in Business Administration Major in Marketing Management (MM)

The Marketing Management program prepares the students to be responsive to the total environment by providing technical skills and competencies in the areas of marketing. Theory is blended with practicum activities to give the students a broad and enriched base for career in marketing.

The objectives of the program are:

1. Help the students to seek employment and entry level jobs or positions of responsibility as marketing manager, marketing executive or marketing director.
2. Guide the students in organizing or managing entrepreneurial activities if they decide to be self-employed.
3. Equip students with knowledge of the principles and concepts of marketing.
4. Prepare students to pursue a teaching career or graduate studies in business.

Bachelor of Science in Business Administration Major in Financial Management(FM)

The Financial Management program aims to prepare the students to possess a strong foundation on theory, principles and concepts, as well as analytical tools and perspectives that would provide a sound and competitive basis for financial decision making.

The program requires high levels of dynamism and commitment from the students. The students will work in depth in each course through proper balancing of finance theory and research literature with the practical aspects of financial management.

The program aims to produce graduates for careers in financial department of general businesses, investment banking firms, broker-dealer firms, management consulting firms, various departments of commercial banks and other financial institutions, central banks and international financial institutions.

The objectives of the program are:

1. Complete understanding of the concepts, principles and the theories of Financial Management.
2. Help the students to seek employment and assume entry-level jobs or positions of responsibility as financial analyst, financial manager, or executive.
3. Prepare the students to pursue a teaching career or graduate studies in business.

Bachelor of Science in Business administration Major in Operations Management (OM)

The Operations Management program prepares the students for the acquisition of competencies and skills needed as managers in manufacturing and service oriented businesses. It focuses on managing the processes to produce and distribute products and services. Major overall activities often include product creation, development, production and distribution. Operations Management covers all operations within the organization and related activities including managing purchases, inventory control, quality control, storage, logistics and evaluation. A great deal of focus is on efficiency and effectiveness of processes.

Operations management often includes substantial measurement and analysis of internal processes. Ultimately, the nature of how operations management is carried out in an organization depends very much on the nature of products or services in the organization.

The objectives of the program are:

1. Equip the students with concepts, principles and the theories of Operations Management.
2. Prepare the students in organizing and managing activities in manufacturing and service related businesses.
3. Develop in the students competencies and skills as entrepreneurs and managers.
4. Prepare the students to pursue a teaching career or graduate studies in business.

Bachelor of Science in Business Administration Major in Business Economics (BE)

The program envisions to develop the student's analytical thinking skills and prepare him to be responsive to the current economic issues affecting business environment. The economics theories acquired through various academic exercises coupled with practicum/on-the-job training activities are expected to increase the number of experts in the field of Business Economics.

The objectives of the program are:

1. Equip with insights and understanding of economic principles and theories.
2. Prepare the students to be aware and responsive to the present economic issues affecting business environment.
3. Develop in the students competencies and skills needed as economic analyst and entrepreneurs.
4. Prepare the students to pursue a teaching career or graduate studies in business.

Section 5. Specific Professions, Careers, Occupation or Trades

5.1 Entry-level jobs per area of specialization

Human Resource Development Management

Management Trainee in Human Resource
Office Assistant
Administrative Assistant

Human Resource Assistant
Executive Assistant
Entrepreneur
Recruitment Assistant
Compensation Assistant
Benefits Assistant
Training and Development

Marketing Management

Management Trainee in Marketing
Marketing Assistant
Account Executive
Merchandiser
PR/Advertising Assistant
Service Crew
Customer Service Agent/Representative
Junior Sales Trainer
Receptionist
Entrepreneur
Product/Brand/Assistant
Order/Billing Assistant

Financial Management

Management Trainee in Finance
New Account Personnel
Credit and Collection Assistant
Credit Analyst
Treasury Assistant
Entrepreneur
Order/Cashier
Trader/Stock
Financial Analyst

Operations Management

Management Trainee in Operations/Production
Operations Management Assistant
Technical Staff
Warehouse Assistant
Inventory Assistant
Project Assistant
Logistics Management Personnel
Stock Personnel
Entrepreneur

Business Economics

Management Trainee
Research Assistant
Field Researcher
Corporate Planning Analyst
Entrepreneur
Trader/Stock

5.2 Advanced Office Positions

1. Any supervisory or managerial job in the field of specialization, government and private.

Section 6. Allied Programs

BSBA is related to the Entrepreneurship, Customs Administration, Office Administration, Hotel and Restaurant Management, Accountancy, and other specialized business programs.

ARTICLE IV COMPETENCY STANDARDS

Section 7. Graduates of a BSBA program should be able to:

- 7.1 Convey ideas clearly both oral and written in English.
- 7.2 Prepare, analyze, and evaluate reports, proposals and concept papers.
- 7.3 Demonstrate the values of fairness, transparency, accountability, hard work, honesty, patience, diligence, innovativeness and risk taking.
- 7.4 Apply the principles of the different forms of communication.
- 7.5 Develop the ability to access, retrieve and disseminate information using IT.
- 7.6 Perform quality work.
- 7.7 Understand the concepts and principles of good interpersonal relations.
- 7.8 Develop a wholesome personality.
- 7.9 Participate actively in business associations and comply with their policies and obligations.
- 7.10 Demonstrate leadership qualities, civic-mindedness and responsible citizenship.
- 7.11 Conduct environmental scanning.
- 7.12 Conduct feasibility study and other business research/plan.
- 7.13 Explain the concepts, approaches, and techniques of environmental conservation.
- 7.14 Know and understand the country's national development thrusts, concerns and socio-economic indicators.

ARTICLE V CURRICULUM

Section 8. Curriculum Description

The curriculum for BSBA covers a balance treatment of functional areas in human resource management, marketing, finance, operations and economics. It broadens the knowledge and skills in both local and international business environment.

Section 9. Curriculum Outline

General Education Courses	51
Basic Business core	21
Business Education core	21
Professional Courses	24
Electives	15
Practicum/Work Integrated Learning	6
PE/NSTP	(14)
Total Units	138 units

Section 10. General Education Courses

General education and legislated courses shall follow existing requirements. The CHED Memorandum No. 04 series 1997 (GEC-B; 51 units) is the recommended track for the BSBA program.

Section 11. Basic Business core

These courses consist of the four functional areas of business. A student of business and management has to have basic knowledge on these four functional areas. In addition to these Business Communication and Computer II should form part of the Basic Business Core.

Management

- Principles of Management
-
3 units
- Human Behavior in Organization (HBO)
-
3 units

Marketing

- Principles of Marketing
-
3 units

Accounting

- Accounting 1
-
3 units

Business Communication

- 3 units

Finance

- Basic Finance
-
3 units

Computer II

- 3 units

Total

21 units

Section 12. Business Education core

These courses consist of advanced knowledge in functional areas and applications in business.

Basic Microeconomics (Eco)	-	3 units
Accounting II	-	3 units
Business Law (Obligation and Contract)	-	3 units
Taxation (Income Taxation)	-	3 units
Total Quality Management	-	3 units
Human Resource Management	-	3 units
Social Responsibility and Good Governance	-	3 units

Total		21 units

Section 13. Professional Courses

The following are the professional courses of the BSBA curriculum. These courses lay the fundamental concepts that every business administration student has to know in the field of business.

HEIs may enhance the curriculum by providing electives based on the vision and mission of the college or school. A school may offer other electives that may help a student pursue his or her specialization.

1. Human Resource Development Management (HRDM)

Professional Courses	-	24 units
Administrative and Office Management	-	3 units
Labor Law and Legislation	-	3 units
Recruitment and Selection	-	3 units
Training and Development	-	3 units
Compensation Administration	-	3 units
Labor Relations and Negotiations	-	3 units
Strategic Human Resource Management	-	3 units
Organizational Development	-	3 units
Suggested Electives	-	15 units
Marketing Management	-	3 units
Special Topics in Human Resource Management	-	3 units
Management	-	3 units
Production/Operations Management	-	3 units
Managerial Accounting	-	3 units
Entrepreneurial Management	-	3 units
Logistics Management	-	3 units
Environmental Management	-	3 units
Feasibility Study	-	3 units
Global/International Trade	-	3 units
Project Management	-	3 units
Practicum/Work Integrated Learning	-	6 units

Marketing Management

Professional Courses	-		24 units
Professional Salesmanship	-	3 units	
Marketing Research	-	3 units	
Marketing Management	-	3 units	
Distribution Management	-	3 units	
Advertising	-	3 units	
Product Management	-	3 units	
Retail Management	-	3 units	
Strategic Marketing Management	-	3 units	
Suggested Electives	-		15 units
Consumer Behavior	-	3 units	
Sales Management	-	3 units	
International Marketing	-	3 units	
Franchising	-	3 units	
E-Commerce and Internet Marketing	-	3 units	
Entrepreneurial Management	-	3 units	
Direct Marketing	-	3 units	
Services Marketing	-	3 units	
Industrial/Agricultural Marketing	-	3 units	
Cooperative Marketing	-	3 units	
New Market Development	-	3 units	
Strategic Marketing Management	-	3 units	
Environmental Marketing	-	3 units	
Special Topics in Marketing Management	-	3 units	
Feasibility Study	-	3 units	
Practicum/Work Integrated Learning	-		6 units

Financial Management

Professional Courses	-		24 units
Financial Management	-	3 units	
Financial Analysis and Reporting	-	3 units	
Banking and Financial Institutions	-	3 units	
Monetary Policy and Central Banking	-	3 units	
Investment and Portfolio Management	-	3 units	
Credit and Collection	-		
Capital Markets	-	3 units	
Strategic Financial Management	-	3 units	
Suggested Electives	-		15 units
Public Finance	-	3 units	
Cooperative Management	-	3 units	
Entrepreneurial Management	-	3 units	
Treasury Management	-	3 units	
Special Topics in Financial Management	-	3 units	
Feasibility Study	-	3 units	
Risk Management	-	3 units	
Security Analysis	-	3 units	

Commission on Higher Education

Behavioral Finance	-	3 units	
Franchising	-	3 units	
Financial Controllership	-	3 units	
Mutual Fund	-	3 units	
Venture Capital	-	3 units	
Global Finance with Electronic Banking	-	3 units	

Practicum/Work Integrated Learning	-	-	6 units
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Operations Management

Professional Courses	-		24 units
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Operations Management	-	3 units	
Inventory Management and Control	-	3 units	
Project Management	-	3 units	
Cost Accounting	-	3 units	
Logistics Management	-	3 units	
Productivity and Quality Tools	-	3 units	
Facilities Management	-	3 units	
Strategic Operations Management	-	3 units	

Suggested Electives	-		15 units
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Marketing Management	-	3 units	
Managerial Accounting	-	3 units	
Entrepreneurial Management	-	3 units	
Balanced Scorecard	-	3 units	
Global/International Trade	-	3 units	
Financial Management	-	3 units	
Environmental Management	-	3 units	
Operations Research	-	3 units	
Configuration Management	-	3 units	
Feasibility Study	-	3 units	
Special Topics in Operations Management	-	3 units	
Management Information System	-	3 units	
Enterprise Resource Planning	-	3 units	

Practicum/Work Integrated Learning	-	-	6 units
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Business Economics

Professional Courses	-		24 units
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Basic Macroeconomics	-	3 units	
History of Economic Thoughts	-	3 units	
Advanced Microeconomics	-	3 units	
Advanced Macroeconomics	-	3 units	
Managerial Economics	-	3 units	
International Economics	-	3 units	
Project Development Management	-	3 units	
Strategic Corporate Development	-	3 units	

Suggested Electives	-		15 units
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Economic Development	-	3 units	
Mathematical Economics	-	3 units	

Economic Statistics	-	3 units
Current Economic Issues	-	3 units
Operations Research	-	3 units
Industrial Economics	-	3 units
Monetary and Fiscal Economics	-	3 units
Economic Research	-	3 units
Labor Economics	-	3 units
Environmental Economics	-	3 units
Agricultural Economics	-	3 units
Entrepreneurial Management	-	3 units
Special Topics in Business Economics	-	3 units
Feasibility Study	-	3 units
Practicum/Work Integrated Learning	-	6 units

Section 14 Sample Program of Study (Minimum Units)

The program of study herein is *only an example*. HEIs may use this sample and modify it according to their needs provided that the minimum requirements as specified in Section 8 Article 5 are met. They may also add other courses that would enrich the program.

First Year

Semester 1	Lecture	Laboratory	Units
English I	3		3
Filipino I	3		3
Mathematics I	3		3
Natural Science I	3		3
Social Science I (Psychology)	3		3
Management I	3		3
PE	(2)		(2)
NSTP	(3)		(3)
Total	18		18

Semester 2	Lecture	Laboratory	Units
English II	3		3
Filipino II	3		3
Mathematics II (Statistics)	3		3
Natural Science II	3		3
Marketing I	3		3
Computer I	3		3
PE	(2)		(2)
NSTP	(3)		(3)
Total	15		18

Second Year

Semester 1	Lecture	Laboratory	Units
Accounting I	3		3
Social Science II	3		3
Computer II	3		3
English III (Business Communication)	3		3
Humanities I	3		3
Finance I	3		3
PE	(2)		(2)
Total	18		18

Semester 2	Lecture	Laboratory	Units
Accounting II	3		3
Micro Economics	3		3
Social Science III	3		3
HBO	3		3
Humanities II	3		3
Good Governance and Social Responsibility	3		3
PE	(2)		(2)
Total	18		18

Third Year

Semester 1	Lecture	Laboratory	Units
Humanities III	3		3
Social Science IV	3		3
Business Taxation	3		3
Professional Subject 1	3		3
Professional Subject 2	3		3
Human Resource Management	3		3
Total	18		18

Semester 2	Lecture	Laboratory	Units
Business Law I	3		3
Life and Works of Rizal	3		3
Total Quality Management	3		3
Professional Subject 3	3		3
Professional Subject 4	3		3
Elective 1	3		3
Total	18		18

Fourth Year

Semester 1	Lecture	Laboratory	Units
Professional Subject 5	3		3
Professional Subject 6	3		3
Professional Subject 7	3		3

Elective 2	3		3
Elective 3	3		3
Total	15		15

Semester 2	Lecture	Laboratory/ Field Work	Units
Professional Subject 8	3		3
Elective 4	3		3
Elective 5	3		3
Practicum/Work Integrated Learning		6	6
Total	9	6	15

Article VI COURSE SPECIFICATIONS

BUSINESS CORE

Accounting I: Fundamentals of Accounting

This course will cover introduction to financial accounting within the context of business and business decisions. It will explore the development of accounting information and the use of various types of accounting information found in financial statements and annual reports. It will emphasize what accounting information is, why it is important and how it is used by economic decision makers. Specifically, it will cover introduction to business and decision making, basic structure and development of useful accounting information, understanding the basic financial statements cash (balance sheet, income statement, statement of owner's equity, and statement of cash flows) forms of outside assurance on financial statements; and analysis of accounting information.

Prerequisite: None

Credits: 3 units

Number of hours: 54

Finance I: Basic Finance

This course will cover an introduction to financial management. It will focus on what business firms should do to achieve their financial goal, which is to optimize the owner's wealth. Specifically the course will include discussion of the finance function, the operating environment of finance, key concepts such as time value of money, risk and return, tools of financial analysis and planning, utilization of funds and acquisition of funds.

Prerequisite: None

Credits: 3 units

Number of hours: 54

Marketing I: Principles of Marketing

This course is designed to familiarize the students with the principles and practices in marketing of goods and services. It is divided into five parts, namely:

marketing and the Filipino consumer, products, price and the factors affecting price, place; and promotion of goods and services.

Prerequisite: None

Credits: 3 units

Number of hours: 54

Management 1: Principles of Management

This course deals with the fundamentals of business organizations and management. The theories and principles of organization and management, as well as their application in business and industry are thoroughly discussed. The functions of management (Planning, Organizing, Staffing, Directing and Controlling) and the different forms of business ownership with their strengths and weaknesses form part of the course coverage. The course covers the benefits derived from entrepreneurship and importance of social responsibility as another goal of business.

Prerequisite: None

Credits: 3 units

Number of hours: 54

Management 2: Human Behavior in Organizations

The course introduces the students to the factors affecting the behavior of individuals and groups in organization focusing on the specific factors that tend to explain behavior of individuals, groups, and organizations. Various theories and models of organizational behavior work group behavior, motivation in life and work, and human relations among others are discussed and related to organizational practices and phenomena.

Prerequisite: Management I

Credits: 3 units

Number of hours: 54

Business Communication

The course covers the different terms of communication used in business transactions. Students are taught to prepare business reports, memoranda, business proposals, minutes of the meeting, economic briefs, and executive summaries. Formal styles of communication are also covered in the course.

Prerequisite: Eng I

Credits: 3 units

Number of hours: 54

Computer II-Business Applications

This course covers introduction to basic programming, business applications and accounting enterprise systems. This will also cover an introduction to E-Business.

Prerequisite: Comp I

Credits: 3 units

Number of hours : 54

Professional Courses

BSBA Human Resource Development Management (HRDM)

Administrative Office Management

This course is a study of the different phases of administrative office management and its vital role in the business organization. It also includes the importance of AOM on management, technology, management's decision making and the need for good planning toward job satisfaction and self-actualization. It covers topics like the basic concepts of AOM, managing a culturally diverse workforce, managing administrative services, and controlling administrative services.

Prerequisite: Management 1

Credits: 3 units

Numbers of Hours: 54

Labor Law and Legislation

The course covers the introduction to the basic concepts and principles of the Philippine Labor Code as an indispensable tool in human resource management.

Knowing the various labor and social legislation is as indispensable as knowing the basic laws of the land. The scope will also cover the different government instrumentalities involved in implementing labor and social legislations like the Department of Labor, National Labor Relations Commission, the Social Security System, etc The student is given the opportunity to learn how the various labor laws affect the manner business operates, the interplay of various sectors, the limitations and scope of freedom in the workplace will influence the culture of the organization.

Prerequisite: Mgt 1 and 2

Credits: 3 units

Numbers of Hours: 54

Recruitment and Selection

This course covers the fundamental methodologies of attracting new talents needed by the organization with emphasis on effective sourcing of manpower, selection of prospective employees, matching job requirements with qualifications of applicants in the work place, induction of newly hired employees to facilitate their integration in the new business environment. The students will be oriented with the strategies and techniques to fill up vacant positions at the right time with adequate qualifications of new hires will help organizations achieve its business plans and operational objectives for a given period.

Prerequisite: Mgt. 1 and 2

Credits: 3 units

Numbers of Hours: 54

Training and Development

The course discusses training as related to organizational objects. Training models, learning theory, evaluation methodologies, instructional techniques and topics of special interest are emphasized

Prerequisite: Mgt. 1 and 2

Credits: 3 units

Numbers of Hours: 54

Compensation Administration

The course includes examination of theories, models and procedures required to develop compensation and reward systems in organizations. Economic, psychological and social elements of compensation. Determination of compensation structures and differentials, forms of compensation and reward, compensation levels. Instructors and Schedule

Prerequisite: Mgt. 1 and 2

Credits: 3 units

Numbers of Hours: 54

Labor Relations and Negotiations

The course uses cases, lectures and simulations to develop negotiation skills in a variety of management situations, including union-management relations. Issues include pre-employment discussions, collective bargaining, arbitration, mediation, agency, renegotiating contracts, and multiparty discussions. Instructors and Schedule

Prerequisite: Mgt. 1 and 2

Credits: 3 units

Numbers of Hours: 54

Strategic HR Management

This course will allow students to work with a seasoned and capable mentor who will guide the students in their self-discovery. The philosophy on the self as the primary instrument and a key success factor in effectively performing strategic HR work will be the cornerstone of this course. Various self-assessment tools and instrumentation will be utilized to enhance self-understanding/processing.

Prerequisite: Mgt. 1 and 2

Credits: 3 units

Numbers of Hours: 54

Organizational Development

The student will be given the general idea of what is involved in developing an organization to achieve its vision and mission, its philosophies and culture to ensure its competitiveness in a globalized economy. The scope will cover such topics as principles and theories of organization development, organization design and structuring, training and development, performance management, culture and change management. It focuses on the management of organizational change/interventions from a system perspective. The students will gain sufficient knowledge to appreciate the overall impact of these activities for the success of an organization.

Prerequisite: Mgt. 1 and 2

Credits: 3 units

Numbers of Hours: 54

Marketing Management

This course aims to provide students with a thorough understanding of the role of marketing management in the society, the economy and the firm. It deals with the marketing strategies of management. Case analyzes are used to encourage creative thinking, decision-making and policy formulation among students.

Prerequisite: Management 1 and Marketing 1

Credits: 3 units

Numbers of Hours: 54

Special Topics in Human Resource Management

The course covers range of major issues impacting on human resource management in organizations including demographic and social change, ethics in HRM, managing diversity, assessment center techniques, the impact of Government legislation on HRM, the contribution of HRM to improving productivity, managing outsourcing, career development and mentoring.

Prerequisite: Mgt. 1 and 2

Credits: 3 units

Numbers of Hours: 54

Operations Management

This course tackles the nature, scope, functions and importance of production and operations management in business. It includes discussions on productivity, competitiveness and strategy, forecasting, production system design, process selection and capacity planning, facilities layout, design of work systems, quality, scheduling and just-in-time manufacturing systems. Cases will also be used to illustrate and apply the basic production and operations concepts and tools commonly used in business firms.

Prerequisite: Management 1

Credits: 3 units

Numbers of Hours: 54

Managerial Accounting

The course is designed to prepare the student for effective financial decision-making at a managerial level. This course will introduce students specifically to managerial accounting: the accounting process that uses financial information to organize and govern finances within an organization.

Prerequisite: Management 1, Accounting 1 and Accounting 2, Finance 1

Credits: 3 units

Numbers of Hours: 54

Entrepreneurial Management

The course aims to teach the approach entrepreneurs use in identifying opportunity and creating new ventures; the analytic skills that are needed to practice this approach; and the background knowledge and managerial skills that are necessary for dealing with the recurring issues involved in starting, growing, and harnessing the value of new ventures.

Prerequisite: Management 1

Credits: 3 units

Numbers of Hours: 54

Logistic Management

This course covers topics on supply chain management. This includes subjects such as domestic and international transportation, transportation economics, supply chain strategy, logistics system design, procurement, reverse logistic, e-logistics, and information systems for logistics and supply chain management.

Prerequisite: Management 1

Credits: 3 units

Numbers of Hours: 54

Global/International Trade

International Trade provides a host of topics on international trade agreements, trade policies and restrictions, counter trade, world trade, tariffs, foreign exchange and balance of payments. This course provides materials to students to enable them to capsulize their knowledge of international trade especially entered into by ASEAN-member nations. The course also equips students with fundamental knowledge on trade among nations in preparation for globalization.

Prerequisite: Mgt. 1 and 2

Credits: 3 units

Numbers of Hours: 54

Project Management

The course describes the attributes that characterize a project, the five steps of the project management process, and the variables involved in the project management process.

Prerequisite: Mgt. 1 and 2

Credits: 3 units

Numbers of Hours: 54

BSBA MARKETING MANAGEMENT

Professional Salesmanship

The course will put selling on a professional basis—that takes into account the demands of changing times, advanced technologies, new products, and sophisticated buyers.

Prerequisite:

Credits: 3 units

Numbers of Hours: 54

Marketing Research

This course that deals with the study of the planning, collection and analysis of data relevant to marketing decision making and communicating the results of this analysis to management.

It further deals with the function which the consumer, customer and public to the marketer through information that is used to identify and define marketing opportunities and problems; generate, refine and evaluate marketing actions; monitor marketing performance and improve understanding of marketing as a process.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Marketing Management

This course covers the nature, importance and techniques on sales management. The organization and the different aspects of organizing and strategic planning for selecting applicants for an effective sales force are also emphasized. This also discusses planning for effective marketing.

Prerequisite: Marketing 1, Management 1

Credits: 3 units

Numbers of Hours: 54

Distribution Management

The course covers the principles and functions of distribution management, the roles of marketing channels and physical distribution in the marketing system, the cost implications of management decisions involving distribution. The course aims to crystallize student's understanding of distribution cost analysis through their involvement in exercises and actual projects in the area of distribution management.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Advertising and Sales Promo

This course aims to provide thorough understanding about Advertising and the Real world. It will help student analyze marketing/advertising opportunities and will be able to know the process in creating and advertising plans. This course discusses details about advertising foundation and environment, advertising media, and creating advertising. This will introduce student to the richness and variety of the advertising world.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Product Management

The course discusses product management typically deals with all of the end-to-end aspects of a product or product line including product profitability, the role may be split with closely related functions Product marketing, program management, and project management.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Retail Management

This course provides the student with a comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment. We will analyze current multi-channel retail strategies among bricks-and-mortar and web-based firms. Retailing is changing today, and the successful business will know how to identify, adapt, and plan with the changes, without moving away from its core competencies. We will consider: the development of a retail format and its strategy, the analysis of a target market, demographic analysis related to site selection, retail personnel issues, and category management. Buying, financial analysis, and pricing will also be investigated.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Strategic Marketing Management

The course introduces students to the process of developing and managing marketing strategy, examining how firms create and sustain customer value—from market analysis and product positioning to communications and channel systems design.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Consumer Behavior

This course involved a study of consumer behaviour as a tool for marketing decision. It describes the rationale for studying, the consumer behaviour outcomes, and the consumer behaviour process: the psychological core, the process of making decisions, and the post-decisions evaluation. Consumers culture, consumer behaviour outcomes and issues concerning consumer welfare is also discussed.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Sales Management

This course relates to the principles of sales management functions. The subject covers the functions and methods of recruiting, selecting, training, motivating, equipping, compensating, controlling, and supervising salesmen. Understand the nature of the scope of work of an executive responsible for group sales persons tasked to promote and sell a particular product; understand and discover new selling techniques in a highly competitive and technologically

advanced marketing environment. The student will learn to prepare a sales program for a given product, beginning with the launching stage until the full cycle has been completed, integrating therein his social responsibilities towards consumers and other sectors of society.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

International Marketing

This course is intended to familiarize the students with the principles and practices of global marketing. The topics include the scope and challenge of international marketing, the cultural environment of global marketing global marketing management, and the corporate context of marketing.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Franchising

The course introduces franchising as a method of retail business in which the investor/franchisee makes an investment in the form of a franchise fee in exchange for the right to promote goods, services, and/or processes directly to the public. A franchise usually has a recognizable name or trademark. Franchising involves the integration of independent companies at different levels and in different areas of production and distribution. This integration permits more effective sales and advertising.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

E-Commerce and Internet Marketing

This course parallels the study of basic marketing and explores key marketing concepts in the context of today's digital/Internet environment. It fills the gap for those who have found Internet Marketing studies, which suffers from too much "E" and not enough *marketing* or are too narrowly or technically focused on e-commerce.

This course will introduce the student to many marketing uses of the Internet. Featured are both discussions of E-Marketing strategy and practice with Web page authoring skills. Projects range from solving e-marketing problems to interviewing a professional and creating a Web site. The student will be exposed to the development or evaluation of a strategic marketing plan for a product or product mix offering on the Internet and development or evaluation of the company's e-strategy and web site.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Entrepreneurial Management

The course aims to teach the approach entrepreneurs use in identifying opportunity and creating new ventures; the analytic skills that are needed to practice this approach; and the background knowledge and managerial skills that are necessary for dealing with the recurring issues involved in starting, growing, and harnessing the value of new ventures.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Direct Marketing

This course deals with the expanded materials on the internet and other digital media and brand information on E-business (including e-communications, banners and e-mail, permission marketing) also includes E-commerce (on line merchandising and usability and navigation of web sites) and E-services (on line customer service, live operators, on line chats) linking with call centers up to the minute coverage of data base marketing, including data mining in database expanded coverage of consumer privacy, issues new information on customer relationship marketing and tele-services.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Service Marketing Management

This course examines the need for marketing in service industries, develops an understanding of the ways in which service marketing differs from product marketing, and improves students' understanding of how service characteristics affect the marketing function. Students learn to develop and implement marketing plans for service organizations

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Industrial/Agricultural Marketing

The course covers strategies on how to identify and promote new industrial uses for our country's agricultural commodities. It includes net working with the private sector to develop environmentally friendly products and technologies, using raw materials produced in agriculture.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Cooperative Marketing

This course outlines the process of organizing and financing a cooperative business. It represents the most important elements to consider when forming a cooperative. It lists what special expertise is necessary, and where to look for help. The subject emphasizes working with groups of producers to develop markets and sources of supply. This study has been broadened to also include nonfarm cooperative applications. the cooperative business structure, already shown to be successful in agriculture, also has been useful in helping others obtain desired benefits or provide needed services in areas like housing, utilities, finance, health care, child care, and small business support.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

New Market Development

The course aims to study services which are offered to provide cost effective support to business planning, market forecasts and strategy development (Market Research Reports including Market Essentials; Marketing Consultancy including the Customer Insight style of reporting, and Commercial Due Diligence for financial providers and companies involved in acquisitions and mergers):

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

Environmental Marketing

This course satisfies two interrelated objectives: to improve the students' marketing decision-making ability through the solution of complex multinational marketing problems; and to increase the student's sensitivity to different cultural, socio-economic and legal environments encountered in the international marketplace. The course uses readings, cases and a group project.

Prerequisite: Marketing 1

Credits: 3 units

Numbers of Hours: 54

BSBA Financial Management

Financial Management

Introduction to financial management and finance; Cash flows and financial analysis; The make up of interest rates, risk and the time value of money in financial calculations: The techniques of valuing bonds and stocks and the risks associated with valuations; Capital budgeting techniques, cash flows estimation and risks in capital budgeting; The components of capital, the cost of capital and leverage; Managing working and capital, cash and financing; Corporate financial planning, corporate restructuring and international finance.

Prerequisite: Finance 1, Accounting 1 and Accounting 2

Credits: 3 units

Numbers of Hours: 54

Financial Analysis and Reporting

This course deals with solving common financial problems. The primary focus is on equity (share) valuation, with some attention given to credit analysis and the valuation of debt. The methods of fundamental analysis will be examined in detail and applied in cases and projects involving listed companies. Topics include models of shareholder value and a comparison of accounting and discounted cash flow approaches to valuation, methods of financial statement analysis, testing the quality of financial reports, designing value-added metrics, forecasting earnings and cash flows, pro-forma analysis for strategy and planning, and the determination of price/earnings and market-to-book ratios.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Banking and Financial Institutions

Courses in this area are designed to develop an understanding of financial institutions and financial markets and their relationship to public policies and management policies. Included are studies of market structure, profit strategies, relationship of commercial banks and other financial institutions, problems of asset and liability management, and theory of interest and asset prices.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Monetary Policy and Central Banking

Part 1: Introduction and Overview – Barter, payments and a money economy; Money, inflation, interest rates and output; Intermediation and the financial system; Financial instruments, markets and institutions; Interest Rates and term structure

- Financial services industry; Origins of banks; Why is the financial industry special; Banking and financial regulation; Risks in financial intermediation.
- Money creation and central banking; Multiple deposit creation; Demand and supply for money and reserves; Deposit creation by banks and the role of a central bank; Instruments of monetary policy
- Operation of the monetary board

Part 2: Central Banking

Central Banking Chapters; Crosses, Models, and Curves; Monetary Theories; Policies, Ideas and Results

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Investment and Portfolio Management

A study of fundamental theories of optimal portfolio selection, investment evaluation, securities valuation, industry and company analysis in relation to stock market operations, management of fixed income investments, international portfolio diversification. The course

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Capital Markets Management

This course focuses on Capital Market Theory, its efficiency and implications. It establishes its coherence with the rest of the financial institutions within the financial environment. The course also deals with the relationship of the financial market with the government and how the latter stands a powerful influential tool. The course likewise attempts to develop the analytical ability of the students through various financial case presentations.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Credit and Collection

This course covers techniques of establishing the credit, obtaining and checking information, servicing the loan, billing and collecting the amount due. Each of a bank's installment credit operation is carefully scrutinized.

After successfully completing this course the student should have a working knowledge of: Collection policies and procedure; Principles of credit evaluation; Open-end credit; Direct lending; Leasing of consumer goods; Indirect lending; Legal aspects of installment credit; Organizing and managing an installment loan department.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Strategic Financial Management

The course enables the student to have an integrated view of the management of a financial institution. Topics include corporate environmental scanning, situation audit, objective setting, strategy and tactics formulation, financial planning and control in the context of a periodic planning cycle. Case studies of planning in financial institutions will be extensively used. The profit/cost center performance via the transfer pool pricing management information requirements as well as designing the database management system will also be discussed.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Public Finance

Examines issues central to majority of the most pressing issues in public affairs: market outcomes, government expenditure programs, and taxation; Examines the major strengths and weakness of the market and explore why government involvement is necessary, Examines the models welfare economics use to describe optimal patterns of government expenditure and taxation, Use the models to analyze real-world problems and programs, And use of both efficiency and equity criteria to evaluate many policies and policy proposals.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Cooperative Management

This course outlines the process of organizing and financing the cooperative business. It represents the most important elements to consider when forming a cooperative. It lists what special expertise is necessary, and where to look for help. The subject emphasizes working with groups of producers to develop markets and sources of supply. This study has been broadened to also include nonfarm cooperative applications. the cooperative business structure, already shown to be successful in agriculture, also has been useful in helping others obtain desired benefits or provide needed services in areas like housing, utilities, finance, health care, child care, and small business support.

Prerequisite: Finance 1 and Management 1

Credits: 3 units

Numbers of Hours: 54

Entrepreneurial Management

The course aims to teach the approach entrepreneurs use in identifying opportunity and creating new ventures; the analytic skills that are needed to practice this approach; and the background knowledge and managerial skills that are necessary for dealing with the recurring issues involved in starting, growing, and harnessing the value of new ventures.

Prerequisite: Management 1

Credits: 3 units

Numbers of Hours: 54

Treasury Management

The course aims to introduce the students to a more intensive discussion of the various domestic and international treasury functions, concepts and products of a financial institution. The topics include international trading, securities leadership, reserves and money position management, funds management, tax position management, pricing of treasury products. FCDU management, foreign exchange exposure management, risks and controls in treasury operations.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: **54**

Special Topics in Financial Management

It provides an overview of tools, techniques, and frameworks commonly used as part of market and industry assessments, on engagements involving substantial operational and organizational analysis.

It highlights the principle financial analytical tools used to conduct strategic analysis and indicates the link between corporate strategy and performance through measurement frameworks used frequently to provide decision making information to management.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Risk Management

This course covers the strategies employed include transferring the risk to another party, avoiding the risk, reducing the negative effect of the risk, and accepting some or all of the consequences of a particular risk. Traditional risk management focuses on risks stemming from physical or legal causes (e.g. natural disasters or fires, accidents, death, and lawsuits). Financial risk management, on the other hand, focuses on risks that can be managed using traded financial instruments. Intangible risk management focuses on the risks associated with human capital

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Securities Analysis

This subject is intended to develop a student's ability to analyze financial statements for the purposes of assessing a company's financial stability, performance and efficiency. The subject involves the analysis of failed and non-failed companies, employing both classical rates analysis and the failure production models.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Behavioral Finance

This course covers the main insights and findings from behavioral finance, and studies the psychological phenomena that influence investors, analysts, and portfolio managers. Wherever possible, short cases are used to convey key points.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Financial Controllership

A course in the controllership function in a business organization with focus on financial institutions (banks, investment houses, finance companies, stock brokerages, and insurance companies). It covers the management of data and information, the systems of control through operating and capital budgets, tax administration, protecting of assets, and general internal control systems and procedures.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Mutual Fund

In this course, the students will have an in depth study at a non bank intermediary where investors can buy special portfolios of securities. The course begins with an overview of financial intermediaries and then focus at the features of mutual funds which is an example of a non depository intermediary.

It also deals with topics like SEC Regulations on investment companies like mutual funds, opened-end mutual funds as distinguished from closed-end mutual funds, and investment portfolios. It also provides the students adequate knowledge on the three advantages of mutual funds namely; diversification, liquidity and transaction cost advantage.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Venture Capital

The course surveys the private equity industry, with an emphasis on financial economic tools useful for leveraged buyout and venture capital investing. The main goal of the course is to equip students with the financial background to start a career as a private equity investor. The course is divided equally between lectures and cases, with written assignments by student-formed teams required for about a third of the class meetings.

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

Global Finance with Electronic Banking

Review of basic corporate finance terms, issues in international trade and multinationals; Macro determinants of exchange rates; Foreign exchange markets; Futures and options, parity conditions and more on hedging; Measuring accounting exposure; Managing accounting exposure; International Financing; Capital Budgeting and the Cost of Capital; Transfer pricing and asset management

Prerequisite: Finance 1

Credits: 3 units

Numbers of Hours: 54

BSBA Business Economics

Basic Macroeconomics (with Taxation and Agrarian Reform)

Economics 2 with Taxation and Agrarian Reform deals primarily with the study and determination of economic activity. More specifically, topics for discussion include national income theory, monetary policy, fiscal policy, taxation, employment, price level, international trade, economic development and agrarian reform.

Prerequisite: Fundamentals of Economics

Credits: 3 units

Numbers of Hours: 54

History of Economic Thoughts

The course is primarily concerned with the development of economic theories and doctrine from ancient world to the modern world. It particularly aims to familiarize the students with the history of economic theories development and explain why and how the views and intellectual sights of great economists.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54

Advanced Microeconomics

This course is an introduction to Macroeconomics. It deals with basic macroeconomic policies and specific developmental problems confronting developing countries such as problems of employment and inflation, poverty and inequality, pollution and environmental degradation. It covers discussion of national income and product, income policy and distribution, growth and development, banking system, monetary and fiscal policies, international monetary system, international trade and economic development.

Upon completion of the course, the students will be able to utilize the knowledge learned and the attitude and skills gained, in understanding the macroeconomic problems, issues and relationships.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Advanced Macroeconomics

Advanced Macroeconomics is a more elaborative discussion on the topics covered in the basic course. It deals primarily with the study of operations of the whole economy. More specifically, topics for discussion include national theory, money, taxation and public expenditure, employment, the price level and international trade and payments.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Managerial Economics

Managerial Economics concentrates on the application of the tools of economic analysis in business management decision-making. It focuses on three areas: theory of the firm, market structure and pricing and role of government in the business economy. The first part will focus on the concept of profit and wealth maximization as well as alternative objectives of the firm. The second part will deal on price determination and characteristics of the different markets, e.g., pure competition, monopoly, monopolistic, oligopoly, and will discuss various pricing practices. Finally, the third part will introduce government intervention and regulation in the market economy. Cases and problem exercises will be used to complement lectures to enable students to apply the concepts and tools of economic analysis introduced in class.

Prerequisite: Advanced Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

International Economics

The course presents basic concepts of international trade and finance, international division of labor, comparative advantage and gains from trade, balance of trade and balance of payment problems, international economic cooperation, bilateral and multilateral agreements, protectionism, international economic conflict and the role of international economic integration. Also covered are: international trade policies and measures, theory and policy of international investment, examination of problems, policies and strategies on international trade of developing countries and the Philippines.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Project Development Management

The course describes the attributes that characterize a project, the five steps of the project management process, and the variables involved in the project management process.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Strategic Corporate Development

The course includes multiple functional groups within the company (including Market Research, Pricing, Business Development, Operations and Financial Analysis) and will involve exposure to nearly all dimensions of the proprietary business operation

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Economic Development

This course focuses on the analysis of development principles, models and strategies and approaches. It also deals on the core values of development, the causes of imperfect development, the various theories and meanings of development and the problems and constraints in the development goals and objectives of a community or a nation. The course will also identify and discuss the characteristics and problems of less developed countries, criteria of growth and development with emphasis on strategies for development, obstacles to economic growth and policies for promoting growth.

Upon completion of the course, the students will be able to utilize the knowledge learned and the attitude and skills gained, in understanding and familiarizing problems of underdeveloped economies and its relationship to the world economies.

Prerequisite: Basic Microeconomics and Advanced Microeconomic

Credits: 3 units

Numbers of Hours: 54 hrs.

Mathematical Economics

Mathematical Economics deals with mathematical concepts, methods and techniques used in economic analysis that are indispensable for a proper understanding of economic phenomenon. It includes discussion and analysis of economic models, functions and selected economic variables.

Upon completion of the course, the students will be able to utilize the knowledge learned and the attitude and skills gained, in understanding the real-world economic problems, issues and relationships.

Prerequisite: Advanced Microeconomic

Credits: 3 units

Numbers of Hours: 54 hrs.

Economic Statistics

This course introduces students to descriptive statistics, probability theory, discrete and continuous probability distributions, sampling methods, sampling distributions, estimation and hypotheses testing. This is also a computer-aided course that develops the student's ability to collect data, postulate a hypothesis or a model, select the appropriate statistical technique, analyze the data using statistical software, draw correct statistical inferences, and clearly summarizes the findings. Specific topics include chi-square tests, analysis of variance, simple and multiple regressions and correlation models, time series analysis and quality control.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Current Economic Issues

This course deals with the study of economic aggregates such as national production, price levels, inflation and its consequences, unemployment, business cycles, money and creation, fiscal and monetary policies and factors that affect consumption and savings.

It also provides the students an opportunity to discuss issues on monetary policies and its relation to inflation; how to stimulate a weak economy; measurement of money and Central Bank control over money supply and interest rates, and other similar controversial and contemporary issues.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Operations Research

This course emphasises analytical, experimental and quantitative approaches to solution of business problems. Emphasis is also put on the study of scientific techniques for decision-making in business, industry and government. Most operations research projects involve elements of data collection and analysis, development of skills in formulating and solving mathematical models dealing with inventory, waiting lines, game theory, linear programming, transportation and other decision tools.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Industrial Economics

The course discusses the field of study in entrepreneurship and immerses students in the planning and execution of complex entrepreneurial activities in a small existing or start-up business. Activities involve new business formation, direction setting, growth, or turnaround. While students will be under the supervision of the faculty. Students must apply concepts learned in other business courses to their field study experience and to report orally and in writing.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Monetary and Fiscal Economics

The course will consist of five parts. Part 1 will cover a few alternative models of monetary economies, which offer different motivations for the existence of money in the economy. Part 2 will focus on the modeling of monetary policy, the evaluation of its performance, and the measurement of its effects in a closed economy environment. We will discuss the pros and cons of different monetary policy rules. Part 3 will extend the analysis of alternative policy rules to the open economy. Part 4 will focus on the interdependence of monetary and fiscal policy. Part 5 will introduce some political economy issues. We will spend most of the time on parts 2 and 3.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Economic Research

Economics Research Writing is the follow-up course on Economics of Research Methods and Techniques. This course consists of actual writing of the thesis. Therefore, it focuses on

the provision of individualized consultation for the final preparation of the thesis. The course culminates with the defense of the research study at the end of the semester.

Upon completion of the course, the students will be able to utilize the knowledge learned and the attitude and skills gained, in understanding the basic research procedures including economic theories, concepts and principles.

Prerequisite: Advanced Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Labor Economics

This course provides a discussion of the economics of the labor market. The course begins with an overview of the trends and institutional features that characterize the labor market. Particular attention is placed on the causes and consequences of rising female labor force participation rates, the growth of the service sector, and other labor market issues.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Environmental Economics

The course provides students with a rigorous training in environmental and natural resource economics.. In particular the course deals with the underlying causes of environmental degradation The way in which economic regulations such as pollution taxes and tradable permits impact on environmental emissions The valuation of environmental goods in monetary terms and how these values might be used in cost-benefit analysis

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Agricultural Economics

The course prepares the students for a career that requires balancing environmental sustainability and economic development goals. The major is a broad, integrated study of environmental economics, public finance, economic development, community and regional studies and environmental science.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Special Topics in Business Economics

The course covers the methods used in the research of economic phenomena and applications of econometrics are covered. Students may also take study units from the intermediate and advanced studies of statistics. For instance, time-series analysis, stochastic processes, sampling methods and operation research.

Prerequisite: Basic Microeconomics

Credits: 3 units

Numbers of Hours: 54 hrs.

Practicum/Work Integrated Learning

The course supports students embarking on their first applied practicum course in preparation for professional work as business practitioners. The primary instructional strategies used are self-directed learning, self-assessment, peer teaching and reflective practice. These concepts are woven together using sound instructional design methodology. The course is framed around carefully considered course goals and specific, achievable learning outcomes that focus on the higher level learning competencies .

ARTICLE VII ADMINISTRATION

Section 15. The minimum qualifications of the head of the unit that implements the degree program are the following:

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

- A Filipino citizen;
- Holder of at least a Bachelor's degree in Business Administration and a Master's degree in Business Administration/Management, Bachelor's degree in any field but with Master's degree in Business/Management or a Master's degree in another field but with a Bachelor's degree in Business/Management;
- At least five (5) years teaching experience at the tertiary level;
- At least five (5) years experience in administrative or supervisory capacity in an educational institution or a business enterprise.

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

- Exercise academic leadership among the faculty;
- Adopt curricular programs attuned to current trends and developments in education and to practices of the profession;
- Maintain linkages with relevant industry, academic entities, communities and sectoral organizations;
- Promote research and scholarly pursuits.

14.3 The dean/department chair must be a full time administrator.

14.4 The teaching load of the dean/director should not exceed twelve (12) units per term/semester.

Section 15. Chairs or coordinators may be appointed to help in the administration of specific fields or disciplines in the program.

15.1 Chairs or Coordinators should possess the following qualifications:

- A Filipino citizen;
- Holder of at least a Bachelor's degree in Business Administration and a Master's degree in Business Administration/Management, Bachelor's degree in any field but with Master's degree in Business/Management or a Master's degree in another field but with a Bachelor's degree in Business/Management;
- At least three (3) years experience in administrative or supervisory capacity in an educational institution or a business enterprise.

Section 16. Schools are encouraged to enter into consortium arrangement and share facilities and personnel with other schools in the locality/region giving rise to an international network of schools working together.

Section 17. 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 VIII FACULTY

Section 18. The faculty members should possess the educational qualifications, professional experience and teaching ability for the successful conduct of a school's program(s).

- 18.1 At least twenty five percent (25%) of business and professional subjects should be taught by faculty members with appropriate master's degrees.
- 18.2 At least thirty five percent (35%) of general education subjects in the program should be taught by faculty members with appropriate master's degrees.
- 18.3 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.

Section 19. At least thirty percent (30%) of the business and professional subjects in the program(s) should be handled by full-time/full-load faculty members.

Section 20. The school should have an effective system of recruiting and selecting qualified faculty members.

- 20.1 Schools are encouraged to invite qualified business practitioners and entrepreneurs to teach in the program.

Section 21. A system of ranking and evaluating faculty members should be instituted and implemented. And a publication of a faculty manual for the purpose of formalizing faculty policies and standards is required.

Section 22. 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 23. The teaching load of faculty members should be as follows:

- 23.1 Faculty members should be assigned to teach courses only in their field of specialization.
- 23.2 The maximum total load of a regular full-time faculty member is twenty four (24) units/term/semester. 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.
- 23.3 Faculty members teaching in more than one school must give formal notice of their teaching assignment in all schools concerned.
- 23.4 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.
- 23.5 Faculty members should not be assigned to teach more than four (4) different preparations in any one term/semester.

ARTICLE IX CURRICULUM STANDARDS

Section 24. The curriculum for Business Administration program should be consistent with the school's philosophy, mission and vision statement.

- 24.1 The curricular requirement for BSBA should follow the minimum number of units prescribed by herein.
- 24.2 The school is free to enhance and to follow different patterns and modalities based on the needs of its clientele.
- 24.3 As a general rule, subjects should be offered as a three (3) unit course equivalent to a minimum of 18 contact hours per unit.

Section 25. All schools should have prepared course syllabi. These should be made available to students at the beginning of each term. Teaching methodologies, grading systems, textbooks and references should be clearly stated in the syllabi.

Section 26. All undergraduate courses should have 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 27. Access to computers and CD materials as well as the Internet should be provided to faculty members and students.

Section 28. Maximum class size for undergraduate courses should be fifty(50).

ARTICLE X LIBRARY

Section 29. 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.

29.1. Library Personnel

A. Qualifications of Head Librarian:

- 1. Registered Librarian;
- 2. At least a masters degree;
- 3. Appropriate or relevant professional training

B. Number of library staff

- 1. At least one full time professional librarian for every 500 students
- 2. A ratio of 1 librarian to 2 staff/clerk

29.2. Library Collection

A. Basic Collection

- 1. 3,000 volumes for start-up school (50% of the holdings should be distinct titles)
- 2. A total of not less than 5,000 volumes after two years of operation (50% of the holdings should be distinct titles)

3. Basic collections should include: General References, Cultural, Filipiniana, Humanities, Social Science, Science and Technology and General Education courses should have at least five (5) titles per course

B. Professional Holdings

1. At least five (5) titles per professional course published within five (5) years.

C. Periodical Collection

1. In addition to reference books, the library shall maintain a regular annual subscription to at least two (2) international and two (2) local appropriate professional publications such as Journals and Bibliographies. The school is encouraged to subscribe to Magazines, Newspapers, Monographs and other periodicals.

D. Library Space

1. The library should accommodate at least fifteen (15%) percent of the total enrolment at any one time

E. Non-Print Materials

1. The library should be able to provide non-print materials such as CDRoms, Internet Access, etc.

Section 31. There should be a universally accepted library classification system with card catalogues or a computer-based system. The open-shelf system is encouraged.

Section 32. The library should be conveniently located and open at reasonable hours for use of faculty and students.

ARTICLE XI PHYSICAL FACILITIES

Section 33. Colleges and universities offering Business and Management programs should provide adequate physical facilities for their courses in accordance with the requirements found in the eight (8th) edition of the Manual of Regulation (MOR) for private schools; Batas Pambansa Blg. 232, “ The Education Act of 1982; Republic Act (RA) 8981, “ PRC Modernization Act of 2000”, RA 6541, “The National Building Code of the Philippines”, Presidential Decree 856, “ The Code of Sanitation of the Philippines” , the laws governing various profession and CHED Issuances.

Section 34. All institutions should maintain a campus conducive to promote the quality of its graduates.

Section 35. Facilities for support services such as health, guidance and employment /placement services maybe shared with other units of the school.

ARTICLE XII ADMISSION, RETENTION, RESIDENCE, AND GRADUATION REQUIREMENT

Section 36. Schools of Business and Management may formulate the admission, retention and graduation requirements for their programs.

Section 37. Admission, Retention and Graduation requirements will be governed by the institution's policy on the program.

Section 38. As a general rule, transfer of student shall be governed by the institutional policy on residence and transfer.

Section 39. For students who go on leave, re-admission to the program will be subject to the school's re-admission policies.

**ARTICLE XIII
RESEARCH**

Section 40. The institution should undertake research in Business and other related fields and should have a competent and qualified research staff.

Section 41. 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 XIV
REPEALING CLAUSE**

Section 42. All pertinent rules and regulations of parts thereof that are inconsistent with the provisions of this policy are hereby repealed or modified accordingly.

**ARTICLE XV
EFFECTIVITY CLAUSE**


Section 43. These policies and standards for Bachelor of Science in Business Administration shall effective first semester of school year 2007-2008.

**ARTICLE XIV
TRANSITORY PROVISION**

Section 44. HEIs with existing program offerings in Bachelor of Science in Business Administration degree shall be given a 3-year grace period to comply with these policies and standards. HEIs who decide not to comply with these standards and realign their existing programs to the business and management must rename their programs with more appropriate terms descriptive of the nature of their programs.

SO ORDERED.

Pasig, Philippines July 18, 2006

For the Commission:

CARLITO S. PUNO, DPA
Chairman