



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

CHED MEMORANDUM ORDER (CMO)

No. 24

Series 2007

SUBJECT: POLICIES AND STANDARDS FOR BACHELOR OF SCIENCE IN AGRIBUSINESS (BSAB) PROGRAM

In accordance with the pertinent provision of Republic Act (RA) No. 7722, otherwise known as the "Higher Education Act of 1994," and by virtue of Resolution No. 091-2007 of the Commission en banc dated February 12, 2007 for the purpose of rationalizing the undergraduate agribusiness education in the country with the end view of keeping at pace with the demands of global competitiveness, the following Policies and Standards (PS) are hereby adopted and promulgated by the Commission.

**ARTICLE I
INTRODUCTION**

Section 1 Rationale and Background

The Medium Term Philippine Development Plan (MTPDP 2004-2010) is designed to ultimately improve Productivity, Income, Entrepreneurship throughout the country. In other words, a bigger and better Philippine PIE is envisioned by the end of this decade.

To attain this goal, the MTPDP 2004-2010 specifies four strategic objectives to:

1. Train 3 million entrepreneurs;
2. Develop 2 million hectares of agribusiness land
3. Transfer knowledge / technology to the rural poor.
4. Create job opportunities

Given such scenario, there is a need to intensively promote the field of agribusiness. There is a need for graduates who are technically and managerially competent agribusiness managers and/or entrepreneurs. These individuals should possess proper knowledge, skills and values in creating, managing and growing sustainable agribusinesses, taking into consideration all value chain activities affecting the manufacture and distribution of farm inputs; farming, and marketing farm commodities and items derived from them.

Currently, various higher education institutions (HEIs) in the country, both private and public government offer undergraduate agribusiness and agribusiness related degree programs with varying requirements, thus producing graduates with varied competencies. Hence, there is a need to standardize such agribusiness programs to conform to the required minimum standards to match the industry needs.

**ARTICLE II
AUTHORITY TO OPERATE**

All private higher education institutions (PHEIs) intending to offer the Bachelor of Science in Agribusiness program must first secure proper authority from the Commission on Higher Education in accordance with existing rules and regulations. State Universities and Colleges (SUCs), and Local Colleges and Universities (LCUs) should likewise strictly adhere to the provisions in these policies and standards

**ARTICLE III
PROGRAM SPECIFICATIONS**

Section 2 Degree - Bachelor of Science in Agribusiness

Section 3. Program Description

3.1 Objective:

To produce educated well-rounded professionals in agribusiness capable of meeting the national and global needs for highly trained managers, academics, researchers and extensionists and entrepreneurs.

3.2 Specific professions, careers, occupations or trades that the graduates of these programs may go into.

1. Corporate Planners
2. Entrepreneurs
3. Business Consultants
4. Business Managers
5. Sales Representatives
6. Credit Analysts
7. Teachers
8. Researchers
9. Extensionist

Section 4 Allied Fields

Agribusiness is closely related in the fields of agriculture, business, management, economics, accountancy and public administration.

**ARTICLE IV
COMPETENCY STANDARDS
(See attachment A)**

**ARTICLE V
CURRICULUM**

Section 5. Curriculum Description

The BSAB curriculum is based in competency standards for agribusiness. It focuses on creating and going into business in agriculture. It is systems-oriented emphasizing on the interactions of all activities and factors affecting the manufacture and distribution of farm supplies; production activities on the farm; and the storage, processing, and distribution of farm commodities and items made from them, locally and globally within the context of the country's biophysical, socio-cultural, political, economic environment and development needs.

Section 6. Curriculum Outline

6.1 Outline and total units of General Education (GE) courses; 59 units

General education and legislated courses shall follow existing requirements. The CHED

Memorandum No. 59 series 1996 (GEC-B; 51 units) is the recommended track for the BSAB program.

| | |
|--|-----------|
| 6.1.1 Language and Humanities | 21 Units |
| English | |
| a. English I – Study and Thinking Skills in English | 3 |
| b. English II – Writing in the Discipline | 3 |
| Filipino | |
| a. Filipino I – Sining Pakikipagtalastasan | 3 |
| b. Filipino II – Pagbasa at Pagsulat sa Ibat-ibang Disiplina | 3 |
| Humanities | |
| a. Hum 1 - Introduction to Humanities | 3 |
| b. Hum 2 - Philosophy and Ethics | 3 |
| c. Hum 3 - The Philippine Literature | 3 |
| 6.1.2 Mathematics, Natural Science and Elective | 23 Units |
| Mathematics | |
| a. College Algebra | 3 |
| b. Plane Trigonometry | 3 |
| c. Analytical Geometry and Calculus | 3 |
| d. Statistics I | 3 |
| Natural Sciences | |
| a. Natural Science I – General Chemistry | 5 |
| b. Natural Science II – Physics I | 3 |
| Elective | |
| a. Introduction to Computer Science | 3 |
| 6.1.3 Social Sciences | 12 Units |
| a. Soc Sci 1 - * | 3 |
| b. Soc Sci 2 - * | 3 |
| c. Soc Sci 3 - * | 3 |
| d. Soc Sci 4 - * | 3 |
| * (May consist of subject such as Political Science, Psychology, Anthropology, Economics, History and the like provided that the following topics are taken up in appropriate subjects: Taxation and Agrarian Reform, Philippine Constitution and Population Education). | |
| 6.1.4 Life and Works of Rizal | 3 Units |
| 6.1.5 Other Required Courses | |
| 1. Physical Education (PE) | (8) Units |
| 2. National Service and Training Program (NSTP) | (6) Units |
| 6.2 Outline of Fundamental Agriculture Courses | 27 units |
| 6.2.1. Crop Science I – Fundamentals of Crop Science | 3 |
| 6.2.2. Crop Science II - Fundamentals of Horticulture | 3 |
| 6.2.3. Crop Protection I - Entomology I | 3 |

| | |
|---|-----------------|
| 6.2.4. Crop Protection II - Plant Pathology | 3 |
| 6.2.5. Animal Science I - Introduction to Animal Science | 3 |
| 6.2.6. Animal Science II - Introduction to Livestock and Poultry Production | 3 |
| 6.2.7. Soil Science - Principles of Soil Science | 3 |
| 6.2.8. Agricultural Engineering | 3 |
| 6.2.9. Agricultural Extension and Communication | 3 |
| 6.3 Outline of Core Courses | 21 units |
| 6.3.1. Principles of Accounting | 3 |
| 6.3.2. Introduction to Agribusiness Management | 3 |
| 6.3.3. Intermediate Microeconomic Theory I | 3 |
| 6.3.4. Introduction to Human Behavior In Organization | 3 |
| 6.3.5. Intro to Mgt Science | 3 |
| 6.3.6. Introduction to Entrepreneurship | 3 |
| 6.3.7. Concepts and Dynamics of Management | 3 |
| 6.4 Outline of Major Courses | 39 units |
| 6.4.1. Managerial Accounting | 3 |
| 6.4.2. Introduction to Marketing Management | 3 |
| 6.4.3. Business Law | 3 |
| 6.4.4. Intro to Financial Management | 3 |
| 6.4.5. Agribusiness Research Methods | 3 |
| 6.4.6. Intro to Production and Operations Management | 3 |
| 6.4.7. Intro to Investment Management | 3 |
| 6.4.8. Intro to International Marketing | 3 |
| 6.4.9. Intro to Managerial Economics | 3 |
| 6.4.10. Intro to Project Feasibility Study/ Project Benefit Monitoring Evaluation | 3 |
| 6.4.11. Intro to Strategic Management | 3 |
| 6.4.12. Intro to Organization and Management of Small Business | 3 |
| 6.4.13. Intro to Personnel Management | 3 |
| 6.5 Practicum | 6 units |
| 6.6 Special Problem / Thesis / Field Study | 3 units |
| 6.7 Electives | 3 units |
| Any of the following areas: | |
| 1. Foreign Language | |
| 2. Food Processing | |
| 3. Information Technology | |
| 4. Fisheries | |
| 6.8 Sum total of units of the Curriculum | |
| General Education | 59 |
| Fundamental Agriculture | 27 |
| Core | 21 |
| Major | 39 |
| Practicum | 6 |
| Thesis and/or research requirements | 3 |
| Elective | 3 |
| Other required course | |
| a) NSTP | (6) |
| b) P.E. | (8) |
| | ----- |
| | 172 units |

3rd Year

1st Semester

2nd Semester

| Ref. | Subjects | Le c | Lab | Unit s |
|------|--|---------|-----|-----------|
| | Hum 2 - Philosophy and Ethics | 3 | 0 | 3 |
| | Soc Sci 4 | 3 | 0 | 3 |
| | Life and Works of Rizal | 3 | 0 | 3 |
| | Principles of Accounting | 3 | 0 | 3 |
| | Introduction to Agribusiness Mgt. | 3 | 0 | 3 |
| | Intermediate Microeconomic Theory | 3 | 0 | 3 |
| | Introduction to Human Behavior In Organization | 3 | 0 | 3 |
| | TOTAL | | | 21 |

| Ref. | Subjects | Le c | Lab | Units |
|------|--------------------------------------|---------|-----|-----------|
| | Agricultural Engineering | 2 | 3 | 3 |
| | Managerial Accounting | 3 | 0 | 3 |
| | Introduction to Marketing Management | 3 | 0 | 3 |
| | Quantitative Business Analysis | 3 | 0 | 3 |
| | Business Law | 3 | 0 | 3 |
| | Personnel Management | 3 | 0 | 3 |
| | Financial Management | 3 | 0 | 3 |
| | TOTAL | | | 21 |

Summer

| Ref. | Subjects | Lec | Lab | Units |
|------|-----------------------------------|-----|-----|----------|
| | Hum 3 - The Philippine Literature | 3 | 0 | 3 |
| | Agribusiness Research Methodology | 3 | 0 | 3 |
| | TOTAL | | | 6 |

4th Year

1st Semester

2nd Semester

| Ref. | Subjects | Le c | Lab | Units |
|------|---|---------|-----|-----------|
| | Project Feasibility Study/Project Benefit Monitoring Evaluation | 3 | 0 | 3 |
| | Production Management | 3 | 0 | 3 |
| | Investment Management | 3 | 0 | 3 |
| | International Marketing | 3 | 0 | 3 |
| | Strategic Management | 3 | 0 | 3 |
| | Managerial Economics | 3 | 0 | 3 |
| | TOTAL | | | 21 |

| Ref. | Subjects | Le c | Lab | Units |
|------|---|-----------|-----|-----------|
| | Special Problem/ Thesis | 3 | 0 | 3 |
| | Organization and Management of Small Business | 3 | 0 | 3 |
| | Practicum | | | 6 |
| | TOTAL | 12 | | 12 |

ARTICLE VI
COURSE SPECIFICATIONS OF COURSES
(See Attachment B)

ARTICLE VII GENERAL REQUIREMENTS

Section 8. Program Administration.

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

- 8.1 **Dean.** The dean of the college must be at least a master's degree holder with the rank of Assistant Professor in any of the disciplines for which the college offers a program; and a holder of a valid certificate of registration and professional license, where applicable.
- 8.2 **Chair.** If the BS Agribusiness program is under a college handling other programs there should be a department chair for Agribusiness. The chair of the department must be at least master's degree holder with the rank of Assistant Professor in the discipline for which the unit/department offers a program or a master's degree holder in an allied program identified in the policies and standards; and a holder of a valid certificate of registration and professional license, where applicable.

Section 9. Faculty

9.1 *General Requirements*

9.1.1. As a rule, a master's degree in the discipline or its equivalent is preferred for teaching in the tertiary level.

9.1.2. A minimum of 50% of the faculty teaching professional courses in agribusiness must have a Master's degree in the discipline or in the allied fields

9.2 *Qualification of faculty*

Faculty teaching in a BSAB program must have an appropriate master's degree from any of the allied fields in Section 4.

9.3 *Full time faculty members*

The institution shall maintain 50% of the faculty members teaching in the BSAB program as full time.

9.4 *Teaching Load*

Teaching load requirements for the BSAB program shall be as follows:

- 9.4.1. A faculty should not be assigned more than three (3) different courses/subjects within a semester.
- 9.4.2. A faculty may be assigned an overload.
- 9.4.3. In no instance should the aggregate teaching load of the faculty exceed 30 units
- 9.4.4. Teaching hours per day should not exceed 6 lecture hours.

9.5 *Faculty/ Staff Development.*

9.5.1. The institution must have a system of faculty/staff development. It should encourage the faculty to:

- a) Pursue graduate studies in appropriate degree
- b) Attend seminars, symposia and conferences for continuing education
- c) Undertake research activities and to publish their research output
- d) Give lectures and present papers in national/international conferences, symposia and seminars.

- 9.5.2. The institution must provide opportunities and incentives such as:
- a) Tuition subsidy for graduate studies
 - b) Study leave with pay
 - c) Deloading to finish a thesis or carry out research activities
 - d) Travel grants for academic development activities such as special skills training and attendance in national/ international conferences, symposia and seminars.
 - e) Awards & recognition

Section 10. Library

Libraries service the instructional and research needs of the staff and students making it one of the most important service units within an HEI. It is for this reason that libraries should be given special attention by HEI administrators by maintaining it with a wide and up-to-date collection, qualified staff, and communications and connectivity portals.

10.1. Library Staff

The Head Librarian should: 1) have an appropriate professional training; 2) be a registered librarian; and 3) have a Master's degree in Library Science.

The library should be: 1) staff with one full time professional librarian for every 1,000 students and 2) a ratio of 1 librarian to 2 staff/clerks should be observed.

10.2 Library Holdings

Library holdings should conform to existing requirements for libraries. For the BSAB program, the libraries must provide 5 book titles per professional course found in the curriculum at a ratio of 1 volume per 15 students enrolled in the program. These titles must have been published within the last 10 years.

The HEI is likewise encouraged to maintain periodicals and other non-print materials relevant to agriculture, business and economics to aid the faculty and students in their academic work. CD-ROMs could complement a library's book collection but should otherwise not be considered as replacement for the same.

10.3 Internet Access

Internet access is encouraged but should not be made a substitute for book holdings.

10.4. Space Requirements

At least 126 m². or approximately 2 classrooms shall be required for the library. It should include space for collections, shelving areas, stockroom, office space for faculty and staff

The library must be able to accommodate 5% sitting capacity of the total enrollment at any one time.

10.5. Finance

All library fees should be used exclusively for library operations and development for collections, furniture and fixtures, equipment and facilities, maintenance and staff development.

10.6. Networking

Libraries shall participate in inter-institutional activities and cooperative programs whereby resource sharing is encouraged.

10.7. Accessibility

The library should be readily accessible to all.

10.8. Office Hours

The library should be open to serve the needs of the users.

Section 11. Facilities and Equipment

11.1. Laboratory requirements

Laboratories should conform to existing requirements as specified by law (RA 6541, "The National Building Code of the Philippines" and Presidential Decree 856, "Code of Sanitation of the Philippines"). List of required and recommended equipment are listed in the course specifications found in Attachment B.

11.2 Classroom requirements

Class Size.

11.2.1. For lecture classes, ideal size is 35 students per class, maximum is 50.

11.2.2 For laboratory and research classes, class size shall be specific to the discipline to be stated in the policies and standards.

11.2.3 Special lectures with class size more than 50 may be allowed as long as the attendant facilities are provided.

11.3 Educational Technology Centers

The institution should provide facilities to allow preparation, presentation and viewing of audio-visual materials to support instruction.

Section 12. Admission and Retention

The basic requirement for eligibility for admission of a student to any tertiary level degree program shall be graduation from the secondary level recognized by the Department of Education. Higher education institutions must specify admission, retention and residency requirements. They should ensure that all students are aware of these policies.

ARTICLE VIII

TRANSITORY, REPEALING AND EFFECTIVITY PROVISIONS

Section 13. Transitory Provision.

HEIs that have been granted permit or recognition for Bachelor of Science in Agribusiness Program are required to fully comply with all the requirements in this CMO, within a non-extendable period of five (5) years after the date of its effectivity. State Universities and Colleges (SUCs) and Local Colleges and Universities (LCUs) shall also comply with the requirements herein set forth.

Section 14. Repealing Clause

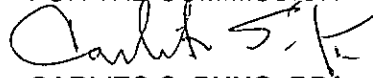
All CHED issuances, rules or regulations or parts thereof, which are inconsistent with the provisions of this CMO are hereby repealed.

Section 15. Effectivity

This CMO shall take effect fifteen (15) days after its publication in the Official Gazette, or in two (2) newspaper of national circulation. This CMO shall be implemented beginning Academic Year 2008-2009.

Pasig City, Philippines April 11, 2007

FOR THE COMMISSION



CARLITO S. PUNO, DPA
Chairman

ARTICLE VI
COURSE SPECIFICATIONS

| | |
|---|---|
| Course Title | STRATEGIC MANAGEMENT |
| Course Description | This course is designed to expose students on the responsibilities of top management in relation to policy setting activities of the enterprise. Likewise, the course takes into account the crafting of strategies for the purpose of improving the competitive advantage of the enterprise in the marketplace, both locally and globally. The importance of internet in global competition is also introduced |
| Objectives | <p>After completing the course, the students are expected to :</p> <ol style="list-style-type: none"> 1. understand the general idea of strategic management; 2. learn the techniques of assessing the present situation of an enterprise as well as setting its direction; 3. acquire the techniques of analyzing an enterprise and utilizing its strengths and uniqueness for its advantage in the global market using cases; and, 4. grasp the importance of the Internet in today's globalizing businesses. |
| Units for Lecture and Laboratory | 3 units lecture |
| Contact Hours per Week | 3 lecture hours a week |
| Pre-requisite | Business Law |
| Lecture Topics | <ol style="list-style-type: none"> I. Introduction II. How To Analyze a Business Policy/Strategic Management Case III. The Nature of Strategic Management IV. Establishing Company Direction V. The External Assessment VI. The Internal Assessment VII. Strategies in Action VIII. Strategy Analysis and Choice IX. Implementing Strategies management Issues X. Implementing Strategies Marketing, Finance/ Accounting , R&D, and CIS Issues XI. Strategy Review, Evaluation and Control |

ATTACHMENT A

COMPETENCIES

| DUTIES | 9.1 Package investments portfolio in agribusiness (using risk/decisions matrix) | 9.2 Promote business opportunities through network linkages, and strategic alliance | 9.3 Initiate and organize market business events | 9.4 Active involvement in consultancy services | 9.5 Ability to market/adopt matured technologies |
|---|---|---|---|---|---|
| 9. Provide leadership in creating business opportunities | 10.1 Familiarize with the policy making process at all levels | 10.2 Understand/update on laws, policies, regulations in support of agribusiness | 10.3 Determine gaps in policies and needs | 10.4 Suggest/Recommend policy gaps and needs | 10.5 Design and package advocacy strategies and actions |
| 10. Advocate policies in support of agribusiness | 11.1 Recognize the relationship of business operations and the environment | 11.2 Promote clean production and proper waste management systems | 11.3 Promote sustainable use of natural resources | 11.4 Participate actively in environmental protection campaigns | |
| 11. Safeguard and protect the environment for sustainable development | | | | | |

ATTACHMENT A

DACUM Workshop
December 2-3, 2003, Tagaytay City

A MATRIX OF DUTIES AND COMPETENCIES OF AN AGRIBUSINESS GRADUATE

| DUTIES | | COMPETENCIES | | | | | |
|---|--|--|---|---|---|--|--|
| 1. Improve one's communication skills and strategies | 1.1 Convey ideas and information effectively | 1.2 Apply the principles of the different forms of communication on (Verbal, non-verbal, written and electronic) | 1.3 Access, retrieve, process and disseminate Qualitative/ Quantitative information | 1.4 Prepare, analyze, evaluate and respond promptly to issues and problems, reports, cases, researches, proposals and concept papers. | 1.5 Acquire relevant functional knowledge of local and foreign language | 1.6 Develop strategic communication skills | |
| | 2.1 Demonstrate the values of hard work, honesty, patience, diligence and personal entrepreneurial competencies (PECs) | 2.2 Observe professional ethics and standards - <i>Value Formation</i> - <i>Value Reorientation</i> | 2.3 Be a team player | 2.4 Strive for self-motivation and improvement to venture in agri-related business | 2.5 Be accountable for decisions and actions made | 2.6 Ethics & Corporate governance | |
| 2. Develop entrepreneurial attitudes, skills and professional work ethics, acquisition of knowledge | | | | | | | |

ATTACHMENT A

| DUTIES | | COMPETENCIES | | | | |
|--|--|--|--|--|---|---|
| 3. Cultivate ethical/collaborative intra- and interpersonal relations with peers, clients and the general public | 3.1 Apply the concepts and principles of ethical collaborative interpersonal relations | 3.2 Develop a wholesome personality | 3.3 Practice emphatic attitude and display of emotional intelligence - Stress Mgt | 3.4 Comply with business and other related jurisprudence | 3.5 Help revive the agribusiness association | 3.7 Demonstrate leadership qualities, civic mindedness, and corporate citizenship |
| 4. Develop the decision-making ability to get the most from experience | 4.1 Learn from field exposures and from experiences of successful practitioners -sharing experiences | 4.2 Bridge the gap between theories and practice | 4.3 Strengthen the problem-solving and decision making abilities | 4.4 Ability to discriminate business options (ability to decide) | | 3.6 Participate actively agribusiness association activities and comply with their policies and obligations |
| 5. Perform the multi-tasks in agribusiness confidently | 5.1 Operationalize agribusiness concepts and principles | 5.2 Enhance working knowledge of agribusiness technologies | 5.3 Analyze, interpret and utilize financial and other relevant data for decision making | 5.4 Employ appropriate qualitative and/or quantitative tools for problem solving and decision making | 5.5 Develop networking and negotiating skills for resource generation and marketing | 5.6 Maintain and process information for effective decision making (MIS/IMS) |

| | |
|---------------------------------|--|
| Laboratory Topics | |
| Equipment | LCD, LAPTOP, OHP, Multimedia, Audiovisual |
| Textbooks And References | <p>DAVID, FRED R. <u>Strategic Management: Concepts and Cases</u>, Eight Edition, Prentice Hall International, Inc., c. 2001.</p> <p>ROMAN, EMERLINDA R. <u>Cases on Strategic Management in the Philippine Setting</u>, The University of the Philippines Press, c. 2003.</p> <p>THOMPSON, ARTHUR JR. A. AND A.J. STRICKLAND III. <u>Strategic Management: Concepts and Cases</u>, McGraw-Hill Higher Education, c. 2003.</p> |

| | |
|---|--|
| Course Title | QUANTITATIVE BUSINESS ANALYSIS |
| Course Description | The course takes up primarily the different mathematical methods or quantitative techniques used in business operations. |
| Objectives | At the end of the course, the students are expected to: <ol style="list-style-type: none"> 1. familiarize with the different problems involved in business operations 2. construct mathematical model to represent the system under study 3. derive solution from the model by using the appropriate quantitative technique |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 3 hours lecture |
| Pre-requisite | Statistics I and Introduction to Computer Science |
| Lecture Topics | I - Introduction II - Forecasting <ol style="list-style-type: none"> 1. Judgmental forecasting 2. Time Series Pattern 3. Evaluating Forecast accuracy 4. Moving Averages 5. Exponential Smoothing 6. Time Series Regression and related topics III - Decision Making Using Probabilities <ol style="list-style-type: none"> 1. Steps in decision making 2. Decision making under conditions of risk. 3. Decision tree IV - Linear Programming I: Graphic Method. <ol style="list-style-type: none"> 1. Linear programming explained 2. Requirements of Linear Programming problems 3. Inequalities vs. Equations 4. Linear Programming by graphic Method (maximization and minimization) V - Linear Programming II: Simplex Method VI - Specially Structured Linear Programs <ol style="list-style-type: none"> 1. Transportation and Assignment problems VII - PERT-CPM <ol style="list-style-type: none"> 1. Project Evaluation and Review Technique (PERT) 2. Critical Path Method (CPM) VIII - Integration |
| Equipment | Overhead projector, board, LCD Laptop or Desktop Computer |
| Textbooks And References | Levin, R. et al. <u>Quantitative Approaches to Management</u> . 8 th Edition. McGraw –Hill, Inc. New York. 1992 Hillier, F. et al. <u>Introduction of Operations Research</u> , 2000 Stevenson, W.J., <u>Production Operations Management</u> , 5 th edition, Irwin Mc-Graw Hill, 1999 |

ATTACHMENT A

| DUTIES | | COMPETENCIES | | | | |
|---|---|---|--|---|-----------------------------|--|
| 6. Diagnose and analyze agribusiness opportunities and threats in the environment | 6.1 Keep abreast with developments in the macro-environment of agribusiness | 6.2 Utilize business environment analysis frameworks and evaluate the impact of opportunities and threats | 6.3 Use of various research methodologies and techniques in agribusiness | 6.4 Recommend appropriate actions and strategies | | |
| 7. Formulate and implement systems-oriented strategic plans and programs | 7.1 Map out strategic plans using the research outputs | 7.2 Prepare workable business plans/feasibility studies | 7.3 Come up with contingency measures to counteract potential problems of agribusiness ventures/projects/ programs | 7.4 Examine the intra and interdependence of subsystems within the context of the agribusiness system | | |
| 8. Monitor and evaluate agribusiness programs | 8.1 Design benefit monitoring and evaluation (BME) systems | 8.2 Formulate verifiable performance indicators of agribusiness project | 8.3 Apply controlling measures of an agribusiness project | 8.4 Assess the overall viability of an agribusiness project | 8.5 Take corrective actions | |

| | |
|---|---|
| Course Title | MANAGERIAL ACCOUNTING |
| Course Description | This course introduces the importance of accounting information to managerial decision-making. It includes translating accounting of financial data into information that will serve as tools for management decision-making in the realm of planning and control. |
| Objectives | At the end of the course, the students are expected to : 1. understand the cost concepts; and 2. sufficiently attain knowledge in using accounting and financial information for management planning and control. |
| Units for Lecture and Laboratory | 3 units lecture |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Principles of Accounting |
| Lecture Topics | I. Introduction II. Nature and Scope of the Course 1. Overview of the Course 2. Objectives and Policies III. Cost Determination and Flow 1. Merchandising and Manufacturing Compared 2. Cost Elements for Production Costing 3. Flow of Costs 4. Sources of Cost Information 5. Problems in Accounting for Factory Overhead a. Predetermined overhead rates 6. Departmentation of Costs a. Determination of departmental overhead rates IV. Job Order and Product Costs Determination 1. Job Order Costing and Process Costing 2. Use of Predetermine Rates 3. Treatment of Underapplied Overhead 4. Determining Equivalent Production for Different Elements of Costs 5. Four-Step procedure for Determining Units of Equivalent Production V. Cost Volume Profit Analysis 1. Profit Planning Approach 2. Behavior of Cost in Relation to Volume 3. Break-even Profit: Its Calculation and Meaning 4. The Effects of Changes in the Underlying Factors of Profit 5. Management Uses of Cost-Volume-Profit Analysis VI. The Use of Budgets in Planning 1. Sales Forecast 2. Production, Purchasing, materials, Labor, and Overhead Costs |

ATTACHMENT A

| DUTIES | | COMPETENCIES | | |
|--|---|--|---|---|
| 12. Contribute to national development | 12.1 Know and understand the country's national development thrusts, concerns and socio-economic indicators | 12.2 Actively participate in national development programs and establish linkages with other individuals, organizations and institutions | 12.3 Appreciate the role of the country as part of a global community | 12.4 Adapt in a constantly changing society and environment |

Definition:

Agricultural Sector "is the sector engaged in the cultivation of the soil, planting of crops, growing of fruit trees, raising of livestock, poultry, or fish, including the harvesting and marketing of such farm products, and other farm activities and practices." (AFMA)

Agribusiness is an occupational cluster, which focuses on creating and going into business in agriculture. It is systems-oriented emphasizing on the interactions of all activities and factors affecting the manufacture and distribution of farm supplies; production activities on the farm; and the storage, processing, and distribution of farm commodities and items made from them, locally and globally within the context of the country's biophysical, socio-cultural, political, economic environment and development needs.

The BSAB curriculum is based in competency standards for agribusiness. It focuses on creating and going into business in agriculture. It is systems-oriented emphasizing on the interactions of all activities and factors affecting the manufacture and distribution of farm supplies; production activities on the farm; and the storage, processing, and distribution of farm commodities and items made from them, locally and globally within the context of the country's biophysical, socio-cultural, political, economic environment and development needs.

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| | <ul style="list-style-type: none"> Budgets and Supporting Schedules 3. Budgeted Cash Flow Statements 4. Proforma Financial Statements <p>VII. Standard Cost: Materials and Labor</p> <ul style="list-style-type: none"> 1. The Need For and the Development Standards 2. The Analysis of Variance of Actual Form Standard Costs 3. The Accounting Treatment of Standard Costs Revising Standards <p>VIII. Flexibility Budgeting and Overhead Variance Analysis</p> <ul style="list-style-type: none"> 1. Cost Control and Volume Changes 2. Flexible Budgeting Formula 3. Cost Control Through Flexible Budgeting 4. The Concept of Capacity 5. Distribution Between Standard Overhead Rate and Flexible Budgeting 6. Analysis of Three Overhead Variances – Spending, Efficiency, and Capacity. <p>IX. Return on Capital Used</p> <ul style="list-style-type: none"> 1. Investor's Ratio 2. The Ratio of Earnings to Capital Used 3. The Role of Asset Turnover 4. The Appraisal of Segment Rates of Return <p>X. Capital Expenditure Decisions</p> <ul style="list-style-type: none"> 1. Payback Period 2. Accounting Method 3. Discounting Method <ul style="list-style-type: none"> a. Net Present Value b. Internal Rate Of Return <p>XI. Decisions Involving Alternative Choices</p> <ul style="list-style-type: none"> 1. Differential Costs 2. Relevant Costs and Decision to Drop a Product Line 3. Relevant Costs and the Decision to Accept A Special Order 4. Relevant Costs and the Decision to Process Joint Products <p>XII. Pricing Policies</p> <ul style="list-style-type: none"> 1. Objectives of pricing Policies 2. Marginal Analysis and Pricing 3. Full-Cost Pricing 4. Contribution Approach to Pricing |
| Equipments | Laptop, LCD, OHP |
| Textbooks And References | <p>Cabrera, ME.B., <u>Management Accounting – Concepts and Applications</u>, 2000</p> <p>Meighs, <u>Accounting : The Basic for Business Decision</u>, Part I & II, 2000</p> <p>Lerger, S. and Schneider, <u>Managerial Accounting</u>, 2000</p> <p>Accounting Software</p> |

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| Course Title | INTRODUCTION TO PRODUCTION AND OPERATION MANAGEMENT |
| Course Description | This will introduce various elements and relevant concepts to Production Management It will also present some of the POM tools that can be applied to wide variety of situations. This course will provide and integrated framework for understanding the field as whole. By the end of the course, the student should be able to understand and appreciate POM; know its importance in the success of the business; and learn the major POM concepts, quantitative tools, and techniques that are used in tactical and strategic decisions. |
| Objectives | At the end of the course, the students are expected to: <ol style="list-style-type: none"> 1. familiarize themselves with the concepts, models, techniques, and terminologies that are now standard fare for those responsible for the operations of manufacturing and service systems; 2. recognize the importance of operations as a major competitive weapon, particularly on world-class operations; 3. identify/Analyze the common problems besting production and operations managers; and, 4. utilize/Apply the relevant tools and techniques in problem solving. |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Introduction to Management Financial management |
| Lecture Topics | <ol style="list-style-type: none"> I. Introduction II. Production Planning III. Requirements of Production IV. Production Control <ol style="list-style-type: none"> 1. Production control in Intermittent Manufacturing 2. Scheduling and Control in Continuous Production 3. Scheduling and Control for Large-Scale Projects 4. Scheduling and Controlling for Agriculture Operations 5. Control for Quality V. Production Development and Improvement VI. Integration |
| Equipment | OHP, LCD, Laptop or Desktop |
| Textbooks And References | Stevenson, W. J., <u>Production Operations Management</u> , 5 th edition. Irwin McGraw-Hill, 1999 Aquilano, N. J., Chase, R. D., Davis, M.M., <u>Fundamentals of Organization Management</u> , 2 nd edition, Richard D. Irwin, Inc., 1995 Heizler, J, Render, B., <u>Production Operation Management Strategic and Tactical Decisions</u> , 4 th edition. Prentice Hall Inc., 1998 |

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| Course Title | HUMAN BEHAVIOR IN ORGANIZATION |
| Course Description | 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. |
| Objectives | At the end of the course, the students are expected to: <ol style="list-style-type: none"> 1. enrich insights about people at work in all kinds of organizations and suggests how they may be 2. motivated individuals to work together to improve productivity and effectiveness. 3. develop competence in analyzing problems 4. formulate suitable and workable solutions to issues and concerns affecting the behavior of people in the organizations. |
| Units for Lecture and Laboratory | 3 Units |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Concept and Dynamics in Management |
| Lecture Topics | <ol style="list-style-type: none"> I. Introduction <ol style="list-style-type: none"> 1. Organization theory and implications for organizational behavior. 2. Study of human behavior from a theological point of view. II. Organizational Behavior and the Wider Culture <ol style="list-style-type: none"> 1. Philippine Culture: social institutions, norms and values 2. Organizational norms, style of management, attitude to work and cooperation III. Fundamentals of Organizational Behavior <ol style="list-style-type: none"> 1. Working with people, models of organizational behavior, social systems and organizational culture 2. Managing communications 3. International Dimensions of Organizational Behavior IV. Individual Behavior <ol style="list-style-type: none"> 1. Motivational basics and applications 2. Appraising and rewarding performance 3. Employee attitudes V. Behavior in Groups <ol style="list-style-type: none"> 1. Issues between organizations and individuals 2. Interpersonal behavior 3. Group dynamics 4. Informal organizations 5. Stress and Counseling |

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| | <p>VI. Organizational Change and Development</p> <ol style="list-style-type: none"> 1. Bureaucracy 2. Leadership, empowerment and participation 3. Managing change 4. Organization development <p>VII. Organizations and their Effects</p> <ol style="list-style-type: none"> 1. Structure, technology and people 2. Quality of work life and socio-technical systems <p>VIII. Organizational Behavior in Perspective</p> <p>IX. Emotional Quotient</p> <p>X. Integration</p> |
| Equipment | OHP, LCD, Laptop or Desktop |
| Textbooks And References | <p>Newstrom, J. and K. Davis, Organizational Behavior: "Human Behavior at Work", 9th Edition, McGraw-Hill, New York, 1993.</p> <p>Bowditch, J. and E. Huse, Behavior in Organizations. A System Approach to Managing, Addison – Wesley Publishing Co., 1983.</p> <p>Pilar, N. Readings in Human Behavior in Organizations. Goodwill Book Store, Manila, 1981.</p> |

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| Course Title | INTERMEDIATE MICROECONOMIC THEORY |
| Course Description | The course introduces the students to the economics of the firm and how resource is allocated by individual decision making units. In particular, the course expounds on the basic microeconomic theories governing the concepts of demand and supply; production theory; costs theory, and pricing and output determination. |
| Objectives | At the end of the course, the students are expected to: <ol style="list-style-type: none"> 1. gain understanding and mastery of microeconomic principles to practical policy economic and business issues. 2. apply the business principles |
| Units for Lecture and Laboratory | 3 units lecture |
| Contact Hours per Week | 3 hours lecture |
| Pre-requisite | Gen Economics w/ Taxation & Land Reform Analytic Geometry & Intro to Calculus |
| Lecture Topics | I. Introduction <ol style="list-style-type: none"> 1. Review of Supply and Demand Analysis II. Theory of Consumer Behavior <ol style="list-style-type: none"> 1. Preferences and Utility 2. The Mathematics of Utility Maximization 3. Constraints on Consumption : Budget Line 4. Price Consumption Curves and Derivation of Individual Demand Curves 5. Relationship Between Shape of Price-consumption Curve and Price Elasticity of Demand 6. Income and Substitution Effects III. Theory of the Firm <ol style="list-style-type: none"> 1. Production Functions 2. Short-run Production and the Law of Diminishing Returns 3. Short-run Product and Curves : One Variable Input 4. Isoquants : Two Variable Inputs 5. Long-run Production and Returns to Scale IV. Cost Theory <ol style="list-style-type: none"> 1. Nature of Cost 2. Relation of Production and Cost Functions 3. Short-run Cost Functions 4. Long-run Cost Functions 5. Economies and Diseconomies of Scale 6. Relationship Between Long-run and Short-run Cost Curves V. Integration |
| Equipment | Overhead projector, board |
| Textbooks And References | |

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| Course Title | CONCEPTS AND DYNAMICS OF MANAGEMENT |
| Course Description | <p>This 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 and the different types of organizational structures 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. Students are also given a chance to apply management principles and concepts to actual business situations through case studies.</p> |
| Objectives | <p>After the course, the students are expected to:</p> <ol style="list-style-type: none"> 1. define management and the role it plays in development; 2. differentiate the various types, tasks, skills and responsibilities of managers; 3. discern the traditional from contemporary management views 4. discuss the relationship of the firm to its environment; 5. compare the various forms of business organization in the Philippine business scenario 6. relate the various roles of a manager as they apply to management process 7. integrate the various managerial functions in the Philippine business Realities; 8. translated concepts learned in solving assigned cases; 9. defend satisfactorily the assigned cases in class; 10. comply with the learning tasks specified. |
| Units for Lecture and Laboratory | 3 units lecture |
| Contact Hours per Week | 3 hours lecture |
| Pre-requisite | General Economics |
| Lecture Topics | <ol style="list-style-type: none"> I. Introduction II. The Evolution of Management Theories III. The Management Process IV. Business Management Functions V. Integration |
| Equipment | Overhead Projector, Board, LCD, Laptop or Desktop |

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| Textbook | <p>Rodrigues, Rafael A. and Erlinda S. Echemio <u>Fundamentals of Management: Text and Philippine Cases</u> 3rd Edition Diwata Publishing, Inc. Metro Manila, 1997.</p> <p>Robbins, S.P. and Censo, D.A., <u>Fundamentals of Management</u>, 2nd edition., 1998</p> <p>Lussier, R.N. <u>Management (Concepts, Applications, Skills Development)</u>, 1997</p> <p>Zulueta, De Lara, and Nebres, <u>Management Theory and Practice</u>, Academic Publishing, 1999</p> <p>Putu, Gutierrez and Garcia, <u>Business Organization and Management</u>, 6th edition., 1995</p> <p>Franco, <u>Pinoy Management</u></p> <p>Fajardo, F.R., <u>Management</u>, 1997</p> <p>Lorenzana, C.C., <u>Management Theory and Practice</u>, 1997</p> <p>Franco E.A., <u>Management in the Philippine Setting</u>, National Book Store Inc., 1988</p> |
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| Course Title | PRINCIPLES OF ACCOUNTING |
| Course Description | <p>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 economic decision makers use it. Specifically, it will cover introduction to business and decision-making, basic structure and development of useful accounting information, understanding the basic financial statements cash form of outside assurance on financial statements; and analysis of accounting information.</p> |
| Objectives | <p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. appreciate the basic concepts of accounting; 2. make critical analysis and interpretation of the financial statements 3. apply the basic accounting principles in the farm business |
| Units for Lecture and Laboratory | 3 units (2 units lecture ; 1 unit laboratory) |
| Contact Hours per Week | 5 hours (2hours lecture ; 3 hours laboratory) |
| Pre-requisite | General Economics |
| Lecture Topics | <ol style="list-style-type: none"> I. Introduction to the Nature of Accounting II. Basic Concepts of Accounting III. Fundamentals of Accounting Concepts IV. Business Transactions and Accounting Equation V. Accounts VI. The Ledger and the T-Account VII. Journalizing & Posting VIII. The Trial balance IX. Final Accounting process X. Practice Set – Service Concern XI. Integration |
| Equipment | Overhead Projector, Board, etc. |

**Textbooks And
References**

Ballada, W.L and Ballada S., Basic Accounting Made Easy, 10th edition.
DonDane Publishers and Made Easy Books, 2004
Albrecht,W.S., Stice, J.D., Stice, E. K., Scousen, K. F. and Swain, M. R.,
Accounting: Concepts and Application, 8th edition. South-Western
Publishing Co., 2002
Ross, K.E., et al, Fundamentals of Accounting, 7th edition., 2000
Warren, C.S., Fess, P.E. and Reeve, J.M., Accounting, 18th edition. South-
Western Publishing Co., 1996
Arganda, A.M., et. al., Accounting Principles, 3rd edition. National Book Store,
2002
Lising, G.V., Jr., Basic Accounting Part I Single Proprietorship Vol. I,
Monarch Books Corp., 1998
Accounting Software

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| Course Title | AGRIBUSINESS RESEARCH METHODOLOGY |
| Course Description | A study of research concepts, methods and techniques as applied to agribusiness |
| Objectives | At the end of the semester, the students are expected to: <ol style="list-style-type: none"> 1. develop an appreciation of the importance, nature and concepts of research as applied to agribusiness; 2. conduct the basic steps of the research process; 3. describe all types of agribusiness researches being conducted for agribusiness special problems, their uniqueness, merits and complementarities, and 4. develop and defend an agribusiness research proposal. |
| Units for Lecture and Laboratory | 3 units lecture |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Senior Standing |
| Lecture Topics | I. Course Overview II. Research Methods in Agribusiness Studies <ol style="list-style-type: none"> 1. Overview of Research in Agribusiness 2. The Research Process II. Agribusiness Researches/Special Problem <ol style="list-style-type: none"> 1. Case Studies 2. Industry Analysis/Commodity Systems Study 3. Market and Marketing Research 4. Feasibility Study 5. Enterprise Study 6. Techno-Managerial Study 7. Special Topic III. Agribusiness Research Proposal Presentation IV. Integration |
| Laboratory Topics | |
| Equipment | Overhead projector, board, LCD |
| Textbooks And References | Cooper, D. and Schindler, P. 2003. <i>Business Research Methods (8th Ed.)</i> , McGraw-Hill Book Co., Singapore. Depositario, D.P. 1991. Agribusiness Research Methods Manual. CEM, UPLB Dillon, W. and Madden, T. 1990. Marketing Research in a Marketing Environment (2 nd Ed.). Edralin, D. 2002. <i>Business Research, Concepts and Applications (2nd Ed)</i> , De La Salle University Press, Manila. Gay, L. and Diehl P. 2000. Research Methods for Business and Mgt. Roberto, E. 1996. <i>User-Friendly Marketing Research</i> , Life Cycle Press (Asia), Metro Manila, Philippines. |

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| Course Title | INTRODUCTION TO FINANCIAL MANAGEMENT |
| Course Description | Financial management theories as applied to short- and long-range planning including capital budgeting, management of assets, sources of short- and long-term corporate capital and bargaining for funds. |
| Objectives | At the end of the course, the students are expected to have: <ol style="list-style-type: none"> 1. acquire relevant skills and tools of financial analysis; 2. utilize financial management techniques as they apply to the management of the financial resources of the firm; and, 3. enhance skills in managerial decision-making through financial analysis. |
| Units for Lecture and Laboratory | 3 units (3 lecture hours a week) |
| Contact Hours per Week | |
| Pre-requisite | Managerial Accounting |
| Lecture Topics | <ul style="list-style-type: none"> I. Introduction II. Goals and Functions of Finance III. Concepts in Valuation IV. Tools and Techniques for Financial Analysis V. Financial Planning VI. Management of Liquidity, Cash and Marketable Securities. VII. Management of Accounts Receivable and Inventories. VIII. Liability Management and Short/Medium-Term Financing IX. Foundations for Lower-Term Financing X. Lease Financing XI. Issuing Securities XII. Mergers and Market for Corporate Control XIII. International Financial Management |
| Equipment | |
| Textbooks And References | <p>BREALEY, RICHARD A., et. al. Fundamentals of Corporate Finance, 2nd edition, Irwin/McGraw-Hill, c. 1995.</p> <p>BROADBENT, MICHAEL AND JOHN CULLEN. Managing Financial Resources, Institute of Management Foundation, c. 1993.</p> <p>VAN HORNE, JAMES C. Financial Management and Policy, 12th edition, Prentice Hall International, Inc. c. 2002.</p> <p>WEAVER, SAMUEL C. AND J. FRED WESTON. Finance and Accounting for Non-Financial Managers, The McGraw-Hill Executive MBA Series, International edition, c. 2003.</p> |

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| Course Title | INTRO TO PROJECT FEASIBILITY |
| Course Description | This course teaches the students the preparation of feasibility studies. |
| Objectives | At the end of the course, the students are expected to prepare and defend feasibility studies. |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Human Behavior in Management Financial Management – Marketing Management; Production Management |
| Lecture Topics | <p>I. Introduction What is Feasibility Study? Why prepare Feasibility Study?</p> <p>II. Parts of Feasibility Study</p> <p>A. Overview of the Industry B. The Project Area C. Market Aspect D. Production / Technical Aspect E. Organization and Management F. Financial Aspect G. Political Aspect H. Environmental / Social Aspect</p> <p>III. Presentation of Group Output</p> |
| Equipment | OHP LCD White Board |
| Textbooks And References | DAP. How to Prepare a Feasibility Study. Manila Cleland, David I (1999). Project Management: Strategic Design and Implementation. 3 rd edition. McGraw Hill |

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| Course Title | INTRO TO MANAGERIAL ECONOMICS |
| Course Description | This course discusses the integration of economic theory and techniques with business functional areas for some managerial decision-making. |
| Objectives | At the end of the semester, the student must be able to: <ol style="list-style-type: none"> 1. Understand and explain the economic theories and techniques that can be utilize in making managerial decisions. 2. Apply the economic theories and techniques relevant to specific managerial decisions in attaining the firm's goals through case analysis |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Micro-economics |
| Lecture Topics | I. Introduction <ul style="list-style-type: none"> - Economics and Managerial Economics - Economics and Business Decisions - Managerial Economics in relation to other Disciplines - Economic System Model II. Demand Theory and Analysis III. Production Theory and Analysis IV. Cost Theory and Estimation V. Decision Under Uncertainty VI. Market Structure VII. Integration |
| Equipment | OHP and LCD |
| Textbooks And References | Craig Petersen, H and W. Chris Lewis (1999). Managerial Economics (4 th Edition) Salvatore Dominick. (2001). Managerial Economics in a Global Economy. 4 th Edition. Ervin McGraw-Hill. |

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| Course Title | INTRO TO INTERNATIONAL MARKETING |
| Course Description | This course exposes the students to contemporary environment, problems, practices and challenges in international marketing. |
| Objectives | At the end of the semester, the student must be able to: <ol style="list-style-type: none"> 1. Describe the environment, Analyze problems and determine the challenges in international marketing. 3. Enhance their analytical skills and ability to formulate international marketing strategies |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Marketing Managements |
| Lecture Topics | <ol style="list-style-type: none"> I. Introduction <ul style="list-style-type: none"> - Concept of Global Marketing - Global Marketing Strategy II. Methods of Foreign Market Entry. III. International Product Policy IV. Pricing Strategies V. Distribution VI. International Promotion VII. International Market Intelligence VIII. Special Topics: <ul style="list-style-type: none"> ➤ WTO ➤ International Integration ➤ E-commerce ➤ ISO |
| Equipment | OHP and LCD |
| Textbooks And References | Terpstra and Sarathy. (2001). International Marketing. McGraw Hill Publishing |

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| Course Title | INTRO TO INVESTMENT MANAGEMENT |
| Course Description | As an introductory course in investment management, this course deals with the broad spectrum of concepts, principles, analytical techniques, policies and practices regarding institutional investment. |
| Objectives | <p>This course aims to develop in its students the following attributes:</p> <ol style="list-style-type: none"> 1. Knowledge of important investment concepts, principles and problems. 2. Skills in analyzing alternative options and making defensive decisions 3. A reasonable attitude toward investment. |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Financial Management |
| Lecture Topics | |
| Equipment | OHP and LCD |
| Textbooks And References | <p>Christy, G.A. and Clendilin, J.C. Introduction to Investment</p> <p>Francis, J.C. Investment Analysis and Management.</p> <p>Gopez, Eduardo. Investment Management Notes and Cases</p> |

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| Course Title | BUSINESS LAW |
| Course Description | This course presents the legal basis of business establishment. It highlights laws involved in the operational phase, the corporation laws, obligation and contracts. |
| Objectives | At the end of the course, the students are expected to: <ol style="list-style-type: none"> 1. Identify the different kind of obligations. 2. Explain the basic principles of a contract. 3. Describe the corporation law. |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Concepts and Dynamics of Management |
| Lecture Topics | I. Constitution of the Philippines II: Who may Establish Business III. Special Laws involved in the Organization Phase. IV. The Laws involved in the Operational Phase <ol style="list-style-type: none"> A. The Law on obligations, Civil Code of the Philippines B. The Law of Contracts, Civil Code of the Philippines V. The Corporation Law (Batas Pambansa Blg. 68) VI. Integration |
| Equipment | OHP and LCD |
| Textbooks And References | Torres, J.P. Obligations and Contracts. De Leon, H. Obligations and Contracts |

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| Course Title | ENTREPRENEURSHIP |
| Course Description | This course discusses the concept of entrepreneurship, the characteristics of entrepreneurs, how to start a new enterprise, and analysis of courses and problems appealing SMEs. |
| Objectives | At the end of the semester, the students are expected to: <ol style="list-style-type: none"> 1. Explain entrepreneurship and entrepreneurial process. 2. Characterize entrepreneurs 3. Analyze the issues and problems SMEs |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 2 hours lecture 3 hours laboratory |
| Pre-requisite | Concepts and Dynamics of Management |
| Lecture Topics | <ol style="list-style-type: none"> I. Introduction II. The Small Business Sector and the New Business Venture III. Entrepreneurs, Owners and Managers IV. Management Development V. Strategy and Management VI. Business Planning VII. Measurable Consideration VIII. Female Entrepreneurship IX. E-Business X. Enterprise Culture XI. Contemporary Issues |
| Equipment | OHP and LCD |
| Textbooks And References | Bearer, Graham. (2002). Small Business, Entrepreneurship and Enterprise Development. |

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| Course Title | INTRO TO MARKETING MANAGEMENT |
| Course Description | This course focuses on the analysis of marketing opportunities and problems in various types of business endeavors with applications to agribusiness enterprises, marketing, planning, strategy formulation, implementation and control. |
| Objectives | At the end of the course, the students are expected to: <ol style="list-style-type: none"> 1. Understand and explain the different marketing management concepts and principles. 2. Apply concepts and principles learned in analyzing and presenting cases 3. Analyze markets and design marketing plans / programs. |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Concepts and Dynamics of Management Accounting |
| Lecture Topics | <ol style="list-style-type: none"> I. Introduction to Marketing II. Strategic Marketing Process III. Marketing Strategy Planning IV. Analyzing Marketing Opportunities V. Developing Marketing Strategies <ol style="list-style-type: none"> a. Product Decision b. Managing Service Businesses c. Pricing Decisions d. Channel Decisions e. Communication and Promotions Decisions f. Strategies for Global Market g. Implementing and Controlling Marketing Plans VI. Integration |
| Equipment | OHP and LCD |
| Textbooks And References | <p>Kotler, Philip. (2003). Marketing Management, 11th edition. Prentice Hall.</p> <p>Perrault, William and E. Jerome McCarthy. (1999) Basic Marketing ; A Global Managerial Approach, McGraw Hill.</p> |

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| Course Title | INTRO TO HUMAN RESOURCE MANAGEMENT |
| Course Description | This course covers the various principles and processes of selecting, developing and maintaining personnel methods of dealing with personnel problems. |
| Objectives | At the end of the course, the students are expected to: <ul style="list-style-type: none"> 1. Discuss the different principles and processes of managing personnel 2. Recall the concepts of personnel Management to actual situations and understand better how management responds to given situations. 3. Analyze the different personnel management process. |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Human Behavior in Organization |
| Lecture Topics | |
| Equipment | OHP and LCD |
| Textbooks And References | Dessler, Gary. (2000). Human Resource Management. 8 th Edition. Prentice Hall Noel, H. et. Al. (2002). Human Resource Management. 4 th edition, McGraw Hill. |

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| Course Title | INTRO TO AGRIBUSINESS MANAGEMENT |
| Course Description | Fundamentals of managing agribusiness ventures. This course deals with the management problems and opportunities of agribusiness firms and related industries concerned integrative arrangements that relate to decisions and operations of agribusiness firms and major commodity systems. |
| Objectives | At the end of the course, the students are expected to: <ol style="list-style-type: none"> 1. Describe agribusiness concepts and principles related to the operation and management of agribusiness ventures. 2. Discuss the basic frameworks in analyzing the logic, structure, conduct and behavior of agribusiness commodity system. 3. Develop the analytical and decision making skills through agribusiness cases and management games |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Concepts and Dynamics of Management |
| Lecture Topics | I. Introduction <ol style="list-style-type: none"> A. Agribusiness as a Section B. Vertical Structures and Coordinates C. Agribusiness System D. Agribusiness Commodity System / Approach E. Market Globalization II. The Agribusiness Commodity System <ol style="list-style-type: none"> A. Framework B. Analysis of selected industries under the following Sub-systems: <ul style="list-style-type: none"> - Input Subsystem - Production Subsystem - Processing Subsystem - Marketing / Distribution - Support Subsystem III. Special Topics IV. Integration |
| Equipment | OHP and LCD |
| Textbooks And References | NEDA, Medium Term Development Plans (2004-2010) D.A. Medium Term Agricultural Development Plan. DTI. Medium Term Development Plan for SMEs |

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| Course Title | INTRO TO MANAGEMENT SCIENCE |
| Course Description | This course is an introduction and application of various quantitative methods as tools managerial decision-making. |
| Objectives | At the end of the course, the students are expected to: <ol style="list-style-type: none"> 1. Explain the nature and use of different tools and techniques in quantitative business analysis. 2. Solve and analyze problems using quantitative methods. 3. Relate the identified quantitative methods to managerial decision making in various business environment. |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Mathematics Statistics |
| Lecture Topics | I. Introduction <ol style="list-style-type: none"> A. Development of Scientific Management B. Application of Management Science / Operations Research II. Decision Theory III. Forecasting IV. Linear Programming <ol style="list-style-type: none"> A. Graphical Method B. Simplex Method C. Special cases of Linear Programming D. Building of Linear Programming Problems V. Specially-Structured Linear Programming Problems <ol style="list-style-type: none"> A. Transportation Problems B. Assignment Problems VI. Networks <ol style="list-style-type: none"> A. PERT B. CPM C. Maximal Flow Problem D. Minimal Spanning Tree Problem E. Shortest Route Problem VI. Queuing Theory Models / Integration |
| Equipment | OHP and LCD |
| Textbooks And References | Leven, R.I. et.al. (2001). Quantitative Approaches to Management. 8 th edition Singapore: McGraw Hill Book Render, Bond R.M. Stair. (2002) Quantitative Analysis for Management 8 th edition New Jersey : Prentice Hall |

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| Course Title | ORGANIZATION OF SMALL BUSINESS |
| Course Description | This course tackles concepts and strategies in establishing and managing small business enterprises. It also includes a study of SMEs in the Philippines, the role of small business enterprises in economic development and identification of investment opportunities. |
| Objectives | At the end of the course, the students are expected to: <ol style="list-style-type: none"> 1. discuss the process of investment opportunity identification and the steps in organizing and establishing small business enterprises. 2. identify / analyze problems affecting small business operations. |
| Units for Lecture and Laboratory | 3 units |
| Contact Hours per Week | 3 hours |
| Pre-requisite | Concepts and Dynamics of Management Entrepreneurship |
| Lecture Topics | I. Introduction II. The Bridge Model III. The key functional areas for small business: Finance, Marketing, Accounting and Management. IV. Conduct of Small Enterprises V. Presentation of Business Output / Integration |
| Equipment | OHP LCD Board |
| Textbooks And References | Hisrich, Robert and Michael M. Peters. (1999). Entrepreneurship 4 th edition Ranada, Tomas J. et.al. How to Start manage a Small Enterprise. |