



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

CHED MEMORANDUM ORDER

No. 27

Series of 2008

**SUBJECT : SUPPLEMENTAL GUIDELINES TO CHED MEMORANDUM ORDER NO. 39, SERIES OF 2006 ENTITLED "POLICIES, STANDARDS AND GUIDELINES FOR BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION"**

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In accordance with the pertinent provisions of Republic Act (RA) No. 7722, otherwise known as the "Higher Education Act of 1994", CHED Memorandum Order no. 39, series of 2006, and by virtue of CEB Resolution No.418, Series 2008, this CMO is hereby adopted and promulgated:

In implementing the curriculum standards for Bachelor of Science in Business Administration, significant criteria based on the needs of the institution's clientele and its business environment should be considered in the development of a relevant curriculum.

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Section 1. Curriculum development is a dynamic and continuing process. Business education should not only keep pace with the current realities. Provisions should be made for periodic re-examination and research to avoid curriculum obsolescence.

Section 2. CMO no. 39, s. 2006 is intended to be flexible rather than restrictive. It provides a general framework within which each institution should design and develop curriculum that is suitable to its own peculiar needs, resources and circumstances. Higher Education Institutions (HEIs) are free to enhance and to follow different patterns and modalities based on the needs of its clientele.

Section 3. CHED encourages innovation in business education for relevance. HEIs that wish to innovate and/or offer other specialized majors not provided for under CMO no. 39, s. 2006 may apply to the Commission on Higher Education for evaluation and appropriate action. The curricular standard for each program should follow the minimum requirements for General Education, Basic Business Core, Business Core subjects and required number of units for professional subjects and electives as prescribed by CMO no. 39, s. 2006.

Section 4. HEIs with permit/recognition to offer any of the relevant BSBA/BSC program or an existing CHED recognized BSBA/BSC program need not apply for a separate authority to offer the program. However, the HEI should inform the CHED on its compliance with the minimum requirement for General Education, Basic Business Core, Business Core subjects and required number of units for professional subjects and electives as prescribed by CMO no. 39, s. 2006.

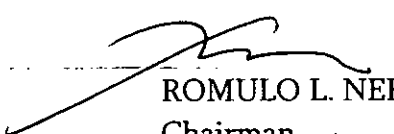
Section 5. All other issuances inconsistent with this Memorandum Order are hereby repealed or modified accordingly.

Section 6. This CMO shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation and shall remain in force until otherwise revoked or superseded.

For strict compliance.

Issued this 3rd day of June, 2008, Pasig City, Philippines.

For the Commission:



ROMULO L. NERI  
Chairman