

COLLEGE OF BUSINESS  
ADMINISTRATION



# CBA

COLLEGE OF BUSINESS ADMINISTRATION



# STUDENT HANDBOOK

**BS BUSINESS ADMINISTRATION**



**LPU**  
LYCEUM OF THE PHILIPPINES UNIVERSITY  
**BATANGAS**



**COLLEGE OF BUSINESS ADMINISTRATION**  
**BS Business Administration Program**

LYCEUM OF THE PHILIPPINES UNIVERSITY  
Capitol Site, Batangas City

Effectivity  
AY 2021-2022

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# **LYCEUM OF THE PHILIPPINES UNIVERSITY**

## **LPU UNIFIED VISION**

An internationally accredited university dedicated to innovation and excellence in the service of God and country

## **LPU BATANGAS CAMPUS VISION**

To be a recognized industry-driven university in the Asia Pacific Region by 2026

## **LPU BATANGAS CAMPUS MISSION**

LPU-B, espousing the ideals of Jose P. Laurel, is dedicated to develop innovative leaders, lifelong learners and globally competitive professionals constantly in pursuit of truth and acts with fortitude (Veritas Et Fortitudo) to serve God and country (Pro Deo Et Patria)

### **LPU-B CORE VALUES**

- G** - God-centeredness
- L** - Leadership
- I** - Integrity
- N** - Nationalism
- C** - Collaboration
- S** - Service Orientation

## **INSTITUTIONAL QUALITY POLICY**

The Lyceum of the Philippines University (LPU) is committed to provide quality education, training and services to its students to achieve optimum customer satisfaction and to be responsive to the need for continuous improvement.

The quality objectives shall be formulated, implemented, monitored and evaluated in accordance with the quality policy.

All our instruction, research and community extension activities shall be marked with quality in compliance with industry standards and applicable statutory and regulatory requirements of different local and international certifying / accrediting bodies / agencies.

All our facilities, resources, and efforts shall be dedicated to deliver quality education, training, and services in consideration of risk management.

This policy shall be communicated to, understood and applied by the LPU-B Family.



## INSTITUTIONAL INTENDED LEARNING OUTCOMES

LPU Batangas has identified the institutional learning outcomes which represent the qualities that all LPU students should possess when they graduate. These outcomes are anchored on the 4Cs: competence, commitment, credibility and collaboration.

### 1. **Competent Learners**

- *Communication* - Express ideas clearly and effectively in oral and written communication; demonstrate proficiency in the English language.
- *Computer & IT Literacy* - Demonstrate knowledge and skills related to computer and information technology and utilize the same to process information and manage data observing legal and ethical concerns.
- *Entrepreneurial* - Engage in projects and activities using basic knowledge and skills in business management, entrepreneurship and finance management.
- *Lifelong learning and global Skills* - Demonstrate understanding of responsibility for environmental, local and global issues and utilize lifelong learning strategies and practical skills for life, survival and leadership.
- *Interpersonal Skills* – Demonstrate interpersonal skills through effective listening, establishing rapport, monitoring non-verbal signals and expressing awareness of and respect for self and others using a variety of written, oral and non-verbal communication media.
- *Innovation and Research Skills* – Define and apply different types of thinking and research skills and employ innovative strategies to solve real life situations; explore new challenges and conduct researches that are beneficial to the community.

### 2. **Committed Achievers**

- Set specific - realistic and challenging goals and accomplish tasks and goals with discipline, determination and sense of urgency.
- Strive for excellence by providing continuous improvement and producing quality output.

### 3. **Credible and Values-driven Leaders and Members**

- Manifest faith in the Supreme Being / Creator
- Identify and recognize personal, moral and spiritual values and beliefs
- Determine decisions, actions and consequences after thoroughly

examining multiple perspectives (individual, community, national, global)

- Practice honesty, fairness and transparency in dealing with others.

#### **4. Collaborative and Caring Team Leaders / Members**

- Identify and apply knowledge of personal and group processes skills in specific tasks in resolving conflicts.
- Build relationships to support group effectiveness by being open, cooperative, flexible and respectful of others and being a team player
- Accept diversity and demonstrate respect for difference in acceptance of cultures, ideas, opinions and beliefs.
- Participate actively in uplifting the welfare of the community especially the less privileged sectors

## **COLLEGE OF BUSINESS ADMINISTRATION**

### **COLLEGE VISION**

To be the center of excellence in Business and Management studies in local and international community in pursuit of serving God and country.

### **COLLEGE MISSION**

The College of Business Administration is committed to develop students into world class business professionals catering to the demands of the global business environment. It strives to deliver high-quality business education through innovative curriculum, scholarly contributions and sustainable community engagement.

## **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**

### **PROGRAM EDUCATIONAL OBJECTIVES (PEO)**

Program educational objectives are the expected career and professional accomplishments of graduates 3-5 years after graduation.

After three-five years from graduation, the graduates of Bachelor of Science in Business Administration shall have:

1. Have acquired professional competence in the practice human resource management, marketing and financial management required in local and international industry;
2. Have engaged in meaningful employment and entrepreneurship with professionalism, moral and ethical standards;
3. Have participated on community service and engaged life-long learning.

### **STUDENT OUTCOMES (SO)**

**Student outcomes are the sets of competencies (related knowledge, skills, and attitudes) that all learners are expected to demonstrate upon graduation. practice in the profession**

- a) Articulate the latest developments in the specific field of practice.
- b) Effectively communicate orally and in writing using both English and other Foreign Language.
- c) Work effectively and independently in multi-disciplinary and multi-cultural teams.
- d) Act in recognition of professional, social, and ethical responsibility.
- e) Promote "Filipino historical and cultural heritage".
- f) Describe the basic concepts that underlie each of the following areas of business (marketing, finance, human resources management, production and operations management, information technology, and strategic management) and employ these concepts in various business situations.
- g) Identify the proper decision-making tools to solve problems and drive results critically, analytically and creatively.
- h) Implement business decisions in view of social responsibility, personal, moral and ethical standards.
- i) Utilize basic and intermediate human resource, marketing and financial management related concepts in understanding labor needs and demands, problem solving and decision making.

j) Establish professional relationship, affiliations, and linkages with business stakeholders and professional organizations for personal and professional development.

k) Prepare business reports, business planning and research and perform analysis and evaluation.

l) Demonstrate leadership skills and business values in all forms of business undertaking the lifespan within a broad continuum of care.

## **LEVEL OUTCOMES**

### **First Year**

At the end of the first year, the learners demonstrate basic bookkeeping skills and business decision making skills using accounting information and economic analysis.

### **Second Year**

At the end of the second year, the learners are expected to obtain a wealth of business knowledge by studying the primary business functions and how the different departments in an organization work together.

### **Third Year**

At the end of the third year, the learners shall develop specialized business skills in marketing, financial, and human resource development management.

### **Fourth Year**

At the end of the fourth year, the learners shall demonstrate business analytics and entrepreneurial skills; shall acquire research experience in making decisions about their future, whether for graduate school or the work force; and shall engage in real industry practices that will prepare them for their eventual jobs and careers in their chosen fields of expertise.

# BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN FINANCIAL MANAGEMENT

## PROGRAM DESCRIPTION

The Financial and Management Accounting program provides general accounting education to students wanting to pursue a professional career in finance and management accounting. A graduate of this program qualifies to take assessments leading to certifications in financial and management accounting given by global professional organizations.

## CURRICULUM

### Bachelor of Science in Business Administration Major in Financial Management

**School Year 2021-2022**

#### **FIRST YEAR - First Semester**

Code	Course				Pre-Requisite
		lec	lab	Units	
GEC-UTS	Understanding the Self	3		3	
GEC-RPH	Reading in Philippine History	3		3	
GEC-TCW	The Contemporary World	3		3	
BSC 1	Being Skills Course 1	1.5		1.5	
Micro Eco	Basic Micro economics	3		3	
ParCor	Partnership and Corporation Accounting	3		3	
NSTP 1	NSTP 1	3		3	
PE1	Physical Fitness and Gymnastics	2		2	
	<b>TOTAL</b>	21.5		21.5	

### FIRST YEAR - Second Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
GEC-Math	Mathematics in the Modern World	3		3	
GEC-Pcom	Purposive Communication	3		3	
GEC-ART	Art Appreciation	3		3	
GEC-STC	Science, Technology, and Society	3		3	
HBO	Human Behavior in Organization	3		3	
ManAcc	Management Uses of Accounting	3		3	ParCor
NSTP 2	NSTP 2	3		3	NSTP 1
PE 2	Rhythmic Activities	2		2	PE 1
	<b>TOTAL</b>	23		23	

### SECOND YEAR - First Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
BusComm	Business Communication/ Correspondence	3		3	
OpMan	Operations Management (TQM)	3		3	
OblCon	Law on Obligations and Contracts	3		3	
GoodGov	Good Governance and Social Responsibility	3		3	
BSC 2	Being Skills Course 2	1.5		3	BSC1
IncomeTax	Income Taxation	3		3	
RIZAL	Rizal's Life and Works	3		3	
PE3	Individual-Dual Sports & Games	2		2	PE 2
	<b>TOTAL</b>	21.5		23	

## SECOND YEAR - Second Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
GEC-ETH-ICS	Ethics	3		3	
EPC	English Proficiency	3		3	GEC-PCOM
FinMark	Financial Markets	3		3	ManAcc
HRM	Human Resource Management	3		3	
BusTax	Business Taxation	3		3	IncomeTax
StatAna	Statistical Analysis with Software Application	3		3	
Elec 7	Entrepreneurial Management	3		3	
PE4	Team Sports and Recreation	2		2	
	<b>TOTAL</b>	23		23	

## THIRD YEAR - First Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
Banking	Banking and Financial Institution	3		3	Fin Mark
Credit	Credit and Collection	3		3	Fin Mark
MonPol	Monetary Policy and Central Banking	3		3	Fin Mark
Elec 1	Fundamentals of BPO 1	3		3	Bus Comm
Res1	Business Research 1 (Thesis or FS)	3		3	BusStat
PerDev	Personality Development	3		3	
ITApp	IT Application in Business	2	1	3	
FL	Foreign Language	3		3	
	<b>TOTAL</b>	23	1	24	



### THIRD YEAR - Second Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
IBT	International Business and Trade	3		3	Fin Mark
Investment	Investment and Portfolio Management	3		3	Fin Mark
CapMark	Capital Markets Management	3		3	Fin Mark/ManAcc
Elec 3	Fundamentals of BPO 2	3		3	Fundamentals of BPO 1
Elec 2	Business Communication II	3		3	Bus Comm
Elec 4	Service Culture	3		3	Fundamentals of BPO 1
Res2	Business Research 2 (Thesis or FS)	3		3	Res1
StraMan	Strategic Management	3		3	GoodGov,HBO, OpMan GoodGov,HBO, OpMan
	<b>TOTAL</b>	24		24	

### FOURTH YEAR - First Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
FinMAN	Financial Management	3		3	Fin Mark/ ManAcc
FinAna	Financial Analysis and reporting	3		3	Fin Mark/ ManAcc
STFM	Special Topics in Financial Management	3		3	Concurrent FinMan
Elec 5	Principles of Systems Thinking	3		3	
Elec 6	Business Analytics	3		3	ManAcc
Elec 8	Global Finance with Electronic Banking	3		3	
Nego	Law on Negotiable Instrument	3		3	ObliCon
	<b>TOTAL</b>	21		21	

#### FOURTH YEAR - Second Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
Practicum	Practicum/Work Integrated Learning	6		6	Graduating
	<b>TOTAL</b>	6		6	

#### Suggested Electives

Fundamentals of Business Process Outsourcing 101  
Business Communication II  
Fundamentals of Business Process Outsourcing 102  
Service Culture  
Principle of Systems Thinking  
Business Analytics  
Entrepreneurial Management  
Global Finance with Electronic Banking  
Cooperative Management  
Treasury Management  
Risk Management  
Security Analysis  
Behavioral Finance  
Franchising  
Financial Controllershship  
Mutual Fund  
Venture Capital  
Public Finance  
Strategic Financial Management

#### **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN HUMAN RESOURCE DEVELOPMENT MANAGEMENT**

#### PROGRAM DESCRIPTION

The Bachelor of Science in Business Administration Major in Human Resource Development Management 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 and organizations.

## CURRICULUM

### Bachelor of Science in Business Administration Major in Human Resource Development Management School Year 2021-2022

#### FIRST YEAR - First Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
GEC-UTS	Understanding the Self	3		3	
GEC-RPH	Readings in Philippine History	3		3	
GEC-TCW	The Contemporary World	3		3	
BSC1	Being Skills Course 1	1.5		1.5	
Micro Eco	Basic Micro economics	3		3	
ParCor	Partnership and Corporation Accounting	3		3	
NSTP 1	NSTP 1	3		3	
PE1	PE 1	2		2	
	<b>TOTAL</b>	21.5		21.5	

#### FIRST YEAR - Second Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
GEC-Math	Mathematics in the Modern World	3		3	
GEC-Pcom	Purposive Communication	3		3	
GEC-ART	Art Appreciation	3		3	
GEC-STC	Science, Technology, and Society	3		3	
ManAcc	Management Uses of Accounting	3		3	ParCor
HBO	Human Behavior in Organization	3		3	
NSTP 2	NSTP 2	3		3	NSTP 1
PE 2	Rhythmic Activities	2		2	PE 1
	<b>TOTAL</b>	23		23	

## SECOND YEAR - First Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
BusComm	Business Communication/Correspondence	3		3	
BSC 2	Being Skills Course 2	1.5		1.5	BSC1GEC
OpMan	Operations Management (TQM)	3		3	
ObliCon	Law on Obligations and Contracts	3		3	
GoodGov	Good Governance and Social Responsibility	3		3	
IncomeTax	Income Taxation	3		3	
RIZAL	Rizal's Life and Works	3		3	
PE3	Individual-Dual Sports & Games	2		2	PE 2
	<b>TOTAL</b>	21.5		21.5	

## SECOND YEAR - Second Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
GEC-ETH-ICS	Ethics	3		3	
EPC	English Proficiency Course	3		3	GEC-PCOM
FinMark	Financial Markets	3		3	ManAcc
HRM	Human Resource Management	3		3	
BusTax	Business Taxation	3		3	IncomeTax
StatAna	Statistical Analysis with Software Application	3		3	
Elec 7	Entrepreneurial Management	3		3	
PE4	Team Sports and Recreation	2		2	PE3
	<b>TOTAL</b>	23		23	

### THIRD YEAR - First Semester

Code	Course			Units	Pre-Requisite
		lec	lab		
AOM	Administrative Office Management	3		3	HRM
LaborLaw	Labor Law and Legislation	3		3	HRM,HBO
Recruit	Recruitment and Selection	3		3	HRM,HBO
Elec 1	Fundamentals of BPO 1	3		3	Bus Comm
Res1	Business Research 1 (Thesis or FS)	3		3	BusStat
PerDev	Personality Development	3		3	
ITApp	IT Application Tools in Business	2	1	3	
FL	Foreign Language	3		3	
	<b>TOTAL</b>	23	1	24	

### THIRD YEAR - Second Semester

Code	Course			Units	Pre-Requisite
		lec	lab		
IBT	International Business and Trade	3		3	
TrainDev	Training and Development	3		3	Recruit
CompensAd	Compensation Administration	3		3	Recruit, Labor Law
Elec 3	Fundamentals of BPO 2	3		3	Fundamentals of BPO 1
Elec 2	Business Communication II	3		3	Bus Comm
Elec 4	Service Culture	3		3	Fundamentals of BPO 1
Res2	Business Research 2 (Thesis or FS)	3		3	Res1
StraMan	Strategic Management	3		3	GoodGov, HBO, OpMan
	<b>TOTAL</b>	24		24	

#### FOURTH YEAR - First Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
Labor Relations	Labor Relations and Negotiations	3		3	Labor Law
STHRM	Special Topics in Human Resource Management	3		3	HRM
OD	Organization Development	3		3	HRM
Elec 5	Principles of Systems Thinking	3		3	
Elec 6	Business Analytics	3		3	ManAcc
Elec 8	Marketing Management	3		3	
Nego	Law on Negotiable Instrument	3		3	ObliCon
	<b>TOTAL</b>	21		21	

#### FOURTH YEAR - Second Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
Practicum	Practicum/Work Integrated Learning	6		6	Graduating
	<b>TOTAL</b>	6		6	

#### Suggested Electives

Fundamentals of Business Process Outsourcing 101  
 Fundamentals of Business Process Outsourcing 102  
 Business Communication II  
 Service Culture  
 Principle of Systems Thinking  
 Business Analytics  
 Entrepreneurial Management  
 Marketing Management  
 Managerial Accounting  
 Environmental Management System  
 Global/International Trade  
 Project Management  
 Personal Finance  
 Strategic Human Resource Management

# BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN MARKETING MANAGEMENT

## PROGRAM DESCRIPTION

The Bachelor of Science in Business Administration Major in Marketing Management program prepares the students to be responsive to the total environment by providing technical skills and competencies in the areas of marketing. Marketing theories are blended with practicum activities to give the students a broad and enriched base for a career in marketing.

## CURRICULUM

### Bachelor of Science in Business Administration Major in Marketing Management

**School Year 2021-2022**

#### **FIRST YEAR - First Semester**

Code	Course			Units	Pre-Requisite
		lec	lab		
GEC-UTS	Understanding the Self	3		3	
GEC-RPH	Readings in Philippine History	3		3	
GEC-TCW	The Contemporary World	3		3	
BSC 1	Being Skills Course 1	1.5		1.5	
Micro Eco	Basic Micro economics	3		3	
ParCor	Partnership and Corporation Accounting	3		3	
NSTP 1	NSTP 1	3		3	
PEI	Physical Fitness and Gymnastics	2		2	
	<b>TOTAL</b>	21.5		21.5	



## FIRST YEAR - Second Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
GEC-Math	Mathematics in the Modern World	3		3	
GEC-Pcom	Purposive Communication	3		3	
GEC-ART	Art Appreciation	3		3	
GEC-STS	Science, Technology, and Society	3		3	
HBO	Human Behavior in Organization	3		3	
ManAcc	Management Uses of Accounting	3		3	ParCor
NSTP 2	NSTP 2	3		3	NSTP 1
PE 2	Rhythmic Activities	2		2	PE I
	<b>Total</b>	23		23	

## SECOND YEAR - First Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
BusComm	Business Communication/ Correspondence	3		3	
OpMan	Operations Management (TQM)	3		3	
ObliCon	Law on Obligations and Contracts	3		3	
GoodGov	Good Governance and Social Responsibility	3		3	
BSC 2	Being Skills Course 2	1.5		1.5	
IncomeTax	Income Taxation	3		3	
RIZAL	Rizal's Life and Works	3		3	
PE3	Individual-Dual Sports & Games	2		2	PE 2
	<b>Total</b>	21.5		21.5	

## SECOND YEAR - Second Semester

Code	Course	lec	lab	Units	Pre-Requisite
GEC-ETH-ICS	Ethics	3		3	
EPC	English Proficiency Course	3		3	GEC-PCOM
FinMark	Financial Markets	3		3	ManAcc
HRM	Human Resource Management	3		3	
BusTax	Business Taxation	3		3	IncomeTax
StatAna	Statistical Analysis with Software Application	3		3	
Elec 7	Entrepreneurial Management	3		3	
PE4	Team Sports and Recreation	2		2	PE3
	<b>Total</b>	23		23	

## THIRD YEAR - First Semester

Code	Course	lec	lab	Units	Pre-Requisite
ProSales	Professional Salesmanship	3		3	
Advertising	Advertising and Sales Promotion	3		3	
Markman	Marketing Management	3		3	
Elec 1	Fundamentals of BPO 1	3		3	Bus Comm
Res1	Business Research 1 (Thesis or FS)	3		3	BusStat
PerDev	Personality Development	3		3	
ITApp	IT Application Tools in Business	2	1	3	
FL	Foreign Language	3		3	
	<b>Total</b>	23	1	24	

### THIRD YEAR - Second Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
IBT	International Business and Trade	3		3	
RetailMan	Retail Management	3		3	ProSales, MarkMan
ProdMan	Product Management	3		3	ProSales, MarkMan
Elec 3	Fundamentals of BPO 2	3		3	Fundamentals of BPO 1
Elec 2	Business Communication II	3		3	Bus Comm
Elec 4	Service Culture	3		3	Fundamentals of BPO 1
Res2	Business Research 2 (Thesis or FS)	3		3	Res1
StraMan	Strategic Management	3		3	GoodGov, HBO, OpMan
	<b>Total</b>	24		24	

### FOURTH YEAR - First Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
DistriMan	Distribution Management	3		3	RetailMan/ ProdMan
MarkRes	Marketing Research	3		3	MarkMan
Pricing	Pricing Strategy	3		3	
Elec 5	Principles of Systems Thinking	3		3	
Elec 6	Business Analytics	3		3	ManAcc
Elec 8	Special Topics in Marketing Management	3		3	
LawOnSales	Law on Sales, Agency, Labor and other Commercial Laws	3		3	ObliCon
	<b>Total</b>	21		21	

#### FOURTH YEAR - Second Semester

Code	Course				Pre-Requisite
		lec	lab	Units	
Practicum	Practicum/Work Integrated Learning	6		6	Graduating
	<b>TOTAL</b>	6		6	

#### Suggested Electives

Fundamentals of Business Process Outsourcing 101  
 Fundamentals of Business Process Outsourcing 102  
 Business Communication II  
 Service Culture  
 Principle of Systems Thinking  
 Business Analytics  
 Entrepreneurial Management  
 Consumer Behavior  
 Sales Management  
 International Marketing  
 Franchising  
 E-Commerce and Internet Marketing  
 Direct Marketing  
 Services Marketing Management  
 industrial/Agricultural Marketing  
 Cooperative Marketing  
 New Market Development  
 Strategic Marketing Management  
 Environmental Marketing  
 Special Topics in Marketing Management

# **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN FINANCIAL MANAGEMENT**

## **COURSE DESCRIPTION**

**School Year 2021-2022**

### **I. General Education Courses**

**COURSE CODE:** GEC-UTS

**COURSE TITLE:** Understanding the Self

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course aims to study the nature of identity; factors and forces that affect the development and maintenance of personal identity.

**COURSE CODE:** GEC - RPH

**COURSE TITLE:** Readings in the Philippine History with Life and Works of JPL.

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course aims primarily to study Philippine History viewed from the lens of selected primary sources in different periods, analysis and interpretation with emphasis on life and works of Jose P. Laurel.

**COURSE CODE:** GEC - TCW

**COURSE TITLE:** The Contemporary World

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course is designed to study globalization and its impact on individuals, communities and nations, challenges and responses.

**COURSE CODE:** GEC-MATH

**COURSE TITLE:** Mathematics in the Modern World

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course covers the study of nature of mathematics, appreciation of its practical, intellectual, and aesthetic dimensions, and application of mathematical tools in daily life.

**COURSE CODE:** GEC-PCOM

**COURSE TITLE:** Purposive Communication

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course prepares the student in writing, speaking and presenting to different audiences for various purposes.

**COURSE CODE:** GEC - ART

**COURSE TITLE:** Art Appreciation

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course covers the nature, function and appreciation of the arts in contemporary society.

**COURSE CODE:** EPC

**COURSE TITLE:** English Proficiency Course

**COURSE CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This enhancement program provides students an excellent opportunity to improve their English proficiency and to help them increase their abilities in the four language skills: speaking, listening, reading and writing. This makes use of interactive communicative activities that will help the students learn independently through their participation in self-access learning activities appropriate to their level and developmental needs using the Tell Me More or other related software and learning platform.

**COURSE CODE:** FL

**COURSE TITLE:** Foreign Language

**CREDIT:** 3 units

**PREREQUISITE:** None

**COURSE DESCRIPTION:** The course is designed to develop the knowledge, understanding, and skills involved in learning the secondary language. It covers the development of four fundamental skills in foreign language learning: listening, reading, speaking and writing with an emphasis on oral skills. Cultural readings and videos are included in each lesson to supplement the basic text and provide cultural insights and information.

## **II. General Education Courses**

**COURSE CODE:** NSTP CWTS 1

**COURSE TITLE:** National Service Training Program

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** The course is pursuant to Section 12 of RA No. 9163 otherwise known as the National Service Training Program (NSTP) Act of 2001. NSTP – CWTS 1 includes the concept on volunteerism, self-awareness and team building geared towards an understanding of service and community consciousness.

COURSE CODE: NSTP CWTS 2

COURSE TITLE: National Service Training Program

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: The course is in pursuant to Section 12 of RA No. 9163 otherwise known as the National Service Training Program (NSTP) Act of 2001. NSTP - CWTS 2 is a continuation of NSTP – CWTS 1. It focuses on the concepts of community consciousness and community service. Needs assessment and project implementation is designed on the second half of the semester.

### **III. Physical Education Courses**

COURSE CODE: PE 1

COURSE TITLE: Physical Fitness and Gymnastics

CREDIT: 2 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course gives light to the concepts and objectives of Physical Education and Physical Fitness. This is intended to uplift wellness among the lives of the learners through application of the topics discussed and activities presented. In focus are physical fitness and gymnastics which invigorate development in the three domains of learning.

COURSE CODE: PE 2

COURSE TITLE: Rhythmic Activities

CREDIT: 2 units

PRE-REQUISITE: PE 1

COURSE DESCRIPTION: This course is the study of both theoretical and practical aspects of dancing to develop the inborn sense of rhythm.

COURSE CODE: PE 3

COURSE TITLE: Individual-Dual Sports and Games

CREDIT: 2 units

PRE-REQUISITE: PE 2

COURSE DESCRIPTION: This course is about the theories, demonstrations, and practical works of the sports – athletics, bowling, table tennis and badminton with emphasis on the development of appreciation and the skills in playing.

COURSE CODE: PE 4

COURSE TITLE: Team Sports and Recreation

CREDIT: 2 units

PRE-REQUISITE: PE 3

COURSE DESCRIPTION: This course is designed to guide the students to develop the fundamentals of team sports, the different skills in Basketball and Volleyball. It includes an adequate knowledge of the background, interpretation, and application of the rules.



#### **IV. Common Business and Management Courses**

COURSE CODE: OpMan

COURSE TITLE: Operations Management (Total Quality Management)

CREDIT: 3 Units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course examines the principles and practices of Operations Management and Total Quality Management (TQM) and shows how these can be applied in a Philippine company to improve its operations and increase its competitiveness, especially in global terms. Throughout the course, the emphasis is on the strategic dimension of quality in both manufacturing and service enterprises as well as in not-for-profit institutions. At the end of the course, the student is expected to have an appreciation of the strategic value of TQM principles, concepts and practices, and to understand the processes and pre-requisite conditions whereby TQM becomes a way of life in an organization.

COURSE CODE: StraMan

Course Title: Strategic Management

Credit: Three (3) units

Prerequisites: GoodGov, HBO, OpMan

Course Description: The aim of this course is to provide students with a broad overview of the basic concepts in strategic management. Students are exposed to a number of frameworks and models to better understand and analyze the macro-environment, the industry environment, and firm level resources. The end goal is for the students to be able to think strategically, as opposed to only having a functional orientation, and to formulate and to implement creative and innovative strategies that are conducive to the demands of the firm and the environment in which it resides.

#### **V. Business Administration Core Courses**

COURSE CODE: Micro Eco

COURSE TITLE: Basic Micro Economics

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course introduces the student to the three pillars of economic analysis (choice, scarcity and coordination) and the mathematical techniques that economists use to represent these ideas (optimization, equilibrium, and adding-up constraints). Most of the course is devoted to "price theory", which is the analysis of the role that price play in facilitating coordination in a market economy. The last part of the course deals with situations where coordination through prices may not result in desirable outcomes.

COURSE CODE: ParCor

COURSE TITLE: Partnership and Corporation Accounting

CREDIT: 3 units

PRE-REQUISITE: None

**COURSE DESCRIPTION:** It deals with transactions, financial statements, and problems peculiar to the operations of partnerships and corporations as distinguished from sole proprietorships. Topics include: partnership formation and operations including accounting for the admission of partners, changes in capital, and profit and loss sharing ratios; the conversion of an unincorporated enterprise into a corporation; accounting for incorporated enterprises, including corporate organizations, paid-in capital, accumulated earnings (loss), dividends and treasury shares. It will also cover the preparation of financial statements for internal and external purposes, accounting information systems manual and computerized special journals; understanding balance sheet, income statement, statement of cash flows and statement of changes in equity; financial statements of companies in the service, manufacturing and trading industries; and analysis of accounting information and decision making.

**COURSE CODE:** BusComm

**COURSE TITLE:** Business Communication/ Correspondence

**CREDIT:** 3 units

**PRE-REQUISITE:** GEC - PCOM

**COURSE DESCRIPTION:** The course covers the different types of communication used in business transaction including oral and written forms. Students are taught to prepare business reports, memoranda, business proposals, minutes of the meeting, economic briefs and executive summaries. Formal styles of communication and the use of technology in communication are covered in the course.

**COURSE CODE:** ManAcc

**COURSE TITLE:** Management Uses of Accounting

**CREDIT:** 3 units

**PRE-REQUISITE:** ParCor

**COURSE DESCRIPTION:** This is a terminal subject in accounting for non-accounting majors. It is primarily designed for students with a basic background in Accounting. The course emphasizes accounting as a tool of management in the functions of planning, controlling, decision-making. Among the topics covered are the basic concepts of financial statement preparation and analysis; cost system; operational and capital budgeting; internal audit and control; and the impact of electronic data processing on the accounting and management functions.

**COURSE CODE:** ObliCon

**COURSE TITLE:** Law on Obligations and Contracts

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course gives the student an understanding of the legal concepts and rules governing the law of obligations and contracts and application of these concepts to practical problems. It involves a discussion of the nature, sources, kinds, and extinguishments of contracts including defective contracts and other miscellaneous topics relevant to the course. Topics include: the nature of law, source of law and the role of law in society; structure of the Philippine legal system; general legal concepts of enforceable rights and obligations;

type of laws and the national legal system; nature, purpose, scope, and key principles of national legislation; sources of obligations; kinds of obligations under the Civil Code; specific circumstance affecting obligations in general (fortuitous events, fraud, negligence, delay, and breach of contract); duties of obligor to do or not to do; extinguishments of obligation; general principles of the law of contracts; elements and stages of contracts; freedom from contract and limitation; object of contracts; considerations of contracts; formalities; interpretations and reformations of contracts; and defective contracts (rescissible, voidable, unenforceable, and void).

COURSE CODE: GoodGov

COURSE TITLE: Good Governance and Social Responsibility

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course is designed to inform and stimulate thinking on issues of ethics and social responsibility encountered in business. The material covered is intended to prepare students to recognize and manage ethical and social responsibility issues as they arise, and to help them formulate their own standards of integrity and professionalism. The overall course objectives are to increase awareness of the ethical dimension of business conduct, to contribute insight into the professional standards and responsibilities of students in their future careers; to develop analytical skills for identifying and resolving ethical and social responsibility issues in business; and to practice decision making about ethical and social responsibility issues. The course also provides an opportunity for students to reflect on and critically examine the values and assumptions brought to business decisions, both by themselves and by others.

COURSE CODE: IncomeTax

COURSE TITLE: Income Taxation

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This introductory Taxation course is primarily concerned with income taxation. The objective is to develop a working knowledge of the basic principles and rules of the income tax system as these apply to individuals, partnerships and corporations. It covers an overview of the national tax system, and the income taxation of employees and unincorporated businesses and incorporated businesses. It provides the students with knowledge of the capital gains tax, final tax on certain passive income, and the year-end tax. Including the minimum corporate income tax, the normal tax and the improperly accumulated profits tax of corporations. Tax forms are provided for specific topics discussed.

COURSE CODE: FinMark

COURSE TITLE: Financial Markets

CREDIT: 3 Units

PRE-REQUISITE: ManAcc

COURSE DESCRIPTION: The course aims to develop a student's understanding of the basic principles of finance. It is designed to give a theoretical introduction to financial markets and provides an overview on how assets are traded on those markets.

COURSE CODE: HRM

COURSE TITLE: Human Resource Management

CREDIT: 3 units

PRE-REQUISITE:

COURSE DESCRIPTION: This course is an introduction to the broad subject of human resources development and utilization. The behavioral and socio-economic framework is first established before the student is presented with the functional areas of personnel management, such procurement, development and advancement, compensation and employees benefits, integration and industrial relations.

COURSE CODE: BusTax

COURSE TITLE: Business Taxation

CREDIT: 3 units

PRE-REQUISITE: IncomeTax

COURSE DESCRIPTION: This course involves an intensive study of the business and transfer tax system, including the estate tax, the gift tax, and transfer tax. The relationship between these three donative transfer taxes, and between the transfer taxes and the income tax, are emphasized. The policy underpinnings or wealth transfer taxation, and the reasons for the recent erosion in its political support, will be explored. The taxation under the government, tariffs and codes are also discussed. Topics include excise tax, Value Added Tax, Percentage Tax, Estate Tax and Donor's Tax.

COURSE CODE: HBO

COURSE TITLE: Human Behavior in Organization

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: The course introduces the students to the factors affecting the behavior of individuals and groups in an organization. Various theories and models of organization, work group behavior, motivation in life and work, and human relation among others are discussed and related to organizational practices and phenomena.

COURSE CODE: ITApp

COURSE TITLE: IT Application Tools in Business

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course will thoroughly discuss the two most important computer applications. Word processing will include creating, editing and printing any form of documents especially in connection to business forms. Spreadsheets will introduce to the students the use of electronic worksheets for business transactions. This course will also make use of available business software.

COURSE CODE: Res 1

COURSE TITLE: Business Research 1 (Thesis or FS)

CREDIT: 3 units

PRE-REQUISITE: None

**COURSE DESCRIPTION:** This course concerns the fundamental research methodology and thesis/feasibility study writing. It also includes knowledge of different research design and application of statistical methods for testing the hypothesis, gathering, analyzing and presentation of data from which conclusion are drawn. The course introduces the forms of written corporate communication and proper formats for professional and scholarly writing. The output is a pre-oral in which the research output should be defended before the panel of examiners or thesis committee.

**COURSE CODE:** PerDev  
**COURSE TITLE:** Personality Development  
**CREDIT:** 3 units  
**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course deals with the dynamics of personality development and then proceeds to guide students in comparing themselves to the ideal. Activities are also meant to deeper their self-realization as they reflect on their existing value system, their life philosophy, paradigms and perceptions.

**COURSE CODE:** IBT  
**COURSE TITLE:** International Business and Trade  
**CREDIT:** 3 units  
**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course provides an overview of the environment, concepts and basic differences involved in international business and trade. Topics include forms of foreign investment, international trade theory, government influences on trade and strategies, international organizations, multinational corporations, personnel management and international marketing.

**COURSE CODE:** Res 2  
**COURSE TITLE:** Business Research 2 (Thesis/FS)  
**CREDIT:** 3 units  
**PRE-REQUISITE:** Res 1

**COURSE DESCRIPTION:** This course is a continuation of the research activities the output of which should be an oral defense before a recognized panel of experts.

**COURSE CODE:** Nego  
**COURSE TITLE:** Law on Negotiable Instruments  
**CREDIT:** 3 units  
**PRE-REQUISITE:** ObliCon

**COURSE DESCRIPTION:** This course deals with the provisions of the law on negotiable instruments. It includes discussions on topics on negotiability of the instruments; functions and kinds of negotiable instrument; construction of ambiguous instrument; forgery and its effect; consideration; accommodation party; manner and consequence of transfer of instruments; striking out endorsements; requisites of holder in due course; defense of the parties; discharge of negotiable instruments and the parties secondarily liable; liabilities of the parties; effects of alteration; and other kinds of instruments such as promissory notes and bills of exchange. Some of the major themes that will be explored in class

COURSE CODE: StatAna

COURSE TITLE: Statistical Analysis with Software Application

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course provides a fundamental understanding of the concepts of statistical inference necessary to effectively employ statistical methods in contemporary business situations. It is designed to use the appropriate statistical techniques and any available software application that will facilitate a data-driven decision-making process in the field of business and other related areas. In addition to the more complex software for data analysis, it required that the students to be highly proficient with the use of MS excel for Statistical Analysis.

## **V. Professional Courses**

COURSE CODE: Banking

COURSE TITLE: Banking and Financial Institutions

CREDIT: 3 Units

PRE-REQUISITE: FinMark

Course Description: 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.

COURSE CODE: Credit

COURSE TITLE: Credit and Collection

CREDIT: 3 Units

PRE-REQUISITE: FinMark

COURSE DESCRIPTION: This course covers techniques of establishing the credit, obtaining and checking information, servicing the loan, billing and collecting the amount due. Each of a banks installment credit operation is carefully scrutinized. After successfully completing this course the student should have a working knowledge of: Collection policies and procedures, Principles of credit evaluation, Open-ended credit, Direct lending, Leasing of Consumer goods, indirect lending. Legal aspects of installment credit, organizing and managing an installment loan department.

COURSE CODE: MonPol

COURSE TITLE: Monetary Policy and Central Banking

CREDIT: 3 Units

PRE-REQUISITE: FinMark

COURSE DESCRIPTION: The course is designed to provide an understanding about the financial services industry, banking and financial regulation, money, central banking, instruments of monetary policy, and policies on demand and supply for money and reserves.

COURSE CODE: Investment

COURSE TITLE: Investment and Portfolio Management

CREDIT: 3 Units

PRE-REQUISITE: FinMark

Course Description: 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 investment, international portfolio diversification.

COURSE CODE: CapMark

COURSE TITLE: Capital Markets Management

CREDIT: 3 Units

PRE-REQUISITE: FinMark

Course Description: 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.

COURSE CODE: FinMan

COURSE TITLE: Financial Management

CREDIT: 3 Units

PRE-REQUISITE/S: FinMark, ManAcc

COURSE DESCRIPTION: 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 stock and the risks associated with valuations; Capital budgeting techniques, cash flows examination and risks in capital budgeting; The components of capital, the cost of capital and leverage; Managing working and capital, cash and financing; Corporate financing planning, corporate restructuring and international finance.

COURSE CODE: FinAna

COURSE TITLE: Financial Analysis and Reporting

CREDIT: 3 Units

PRE-REQUISITE/S: FinMark, ManAcc

COURSE DESCRIPTION: This course deals with solving common financial problems. The primary focus is on equity 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.

**COURSE CODE:** STFM

**COURSE TITLE:** Special Topics in Financial Management

**CREDIT:** 3 Units

**PRE-REQUISITE:** FinMark

**COURSE DESCRIPTION:** It provides an overview of tools, techniques and frameworks commonly used as part of market and industry assessment, on engagements involving substantial operational and organizational analysis. It highlights the principles 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.

## **V. Professional Electives**

**COURSE CODE:** Elec 1

**COURSE TITLE:** Fundamentals of Business Processes Outsourcing 1

**CREDIT:** 3 Units

**PRE-REQUISITE:** Business Communication/Correspondence

**COURSE DESCRIPTION:** The course provides students with an overview of the outsourcing industry, including the rationale for outsourcing, critical factors which affect different outsourcing industries, and the process involved in engaging in, operating, and maintaining an outsourced service. The course also introduces different tools and methodologies used in outsourcing operations and provide the students with opportunities to apply there tolls in simulations at a computer laboratory or "Game Lab". The course enables students to recognize areas of opportunities in outsourcing, as well as to analyze and assess how changes in technology, regulation, and business environments may affect current industries. It also increases the students' awareness of the different processes critical to maintaining outsourcing engagements, such as maintaining client relationships in the context of a service culture, and the effective management of costs and resources.

**COURSE CODE:** Elec 2

**COURSE TITLE:** Business Communications II

**CREDIT:** 3 Units

**PRE-REQUISITE:** Business Communication/Correspondence

**COURSE DESCRIPTION:** The course builds the students' understanding of, and basic competencies in, effective communication in the workplace. It introduces students to key concepts of business communication, methods, and techniques for its efficacy and its impact on organizational success. Actual applications and scenarios are used to illustrate the fundamentals of effective business communication.

**COURSE CODE:** Elec 3

**COURSE TITLE:** Fundamentals of Business Processes Outsourcing 2

**CREDIT:** 3 Units

**PRE-REQUISITE:** Fundamentals of Business Process Outsourcing 101 (BPO 101)

**COURSE DESCRIPTION:** The course provides an introduction to fundamental business process outsourcing concepts via an understanding of the techniques for



The foundational study of business processes provide a basis by which performance improvements are identified and implemented across business organizations. Business process outsourcing is introduced as a natural evolution of business process management. The student is exposed to a set of qualitative and quantitative topics aimed to enhance process-oriented thinking, in order to develop the knowledge and skills necessary to appreciate and implement programs of process reengineering, management, and excellence in organizations.

COURSE CODE: Elective 4

COURSE TITLE: Service Culture

CREDIT: 3 Units

PRE-REQUISITE: Fundamentals of Business Process Outsourcing 101 (BPO 101)

COURSE DESCRIPTION: The course builds the students' personal and social competencies (values and attitudes) necessary to executing and delivering excellent service in any professional endeavor. It introduces students to various service companies and industries and key concepts in being a customer-centric organization. It enables students to practice practical customer service skills and to manage a project.

COURSE CODE: Elective 5

COURSE TITLE: Principles of Systems Thinking

CREDIT: 3 Units

PRE-REQUISITES: Business Communication, Service Culture

COURSE DESCRIPTION: The course aims to prepare the student for the twenty-first century workplace by building their foundations in systems thinking enabling them to examine business systems, identify the inter-dependencies of specific systems within an organization, and recommend suggestions to improve systems performance within organizations. It introduces students to concepts in systems architecture and systems optimization, with the intent of developing the students' analytical skills in identifying and resolving issues in business systems.

COURSE CODE: Elective 6

COURSE TITLE: Business Analytics

CREDIT: 3 Units

PRE-REQUISITES: ManAcc, FinMark

COURSE DESCRIPTION: The course covers managerial statistical tools in descriptive analytics and predictive analytics. Other topics covered include forecasting, risk analysis, simulation, data mining and decision analysis. It provides students with the fundamental concepts and tools needed to understand the emerging role of business analytics in organizations and shows students how to apply basic business analytic tools and interpret results for making better business decisions. Students use a computer software package for data analysis.

COURSE CODE: ELECTIVE 7

COURSE TITLE: Entrepreneurial Management

CREDIT: 3 Units

The foundational study of business processes provide a basis by which performance improvements are identified and implemented across business organizations. Business process outsourcing is introduced as a natural evolution of business process management. The student is exposed to a set of qualitative and quantitative topics aimed to enhance process-oriented thinking, in order to develop the knowledge and skills necessary to appreciate and implement programs of process reengineering, management, and excellence in organizations.

COURSE CODE: Elective 4

COURSE TITLE: Service Culture

CREDIT: 3 Units

PRE-REQUISITE: Fundamentals of Business Process Outsourcing 101 (BPO 101)

COURSE DESCRIPTION: The course builds the students' personal and social competencies (values and attitudes) necessary to executing and delivering excellent service in any professional endeavor. It introduces students to various service companies and industries and key concepts in being a customer-centric organization. It enables students to practice practical customer service skills and to manage a project.

COURSE CODE: Elective 5

COURSE TITLE: Principles of Systems Thinking

CREDIT: 3 Units

PRE-REQUISITES: Business Communication, Service Culture

COURSE DESCRIPTION: The course aims to prepare the student for the twenty-first century workplace by building their foundations in systems thinking enabling them to examine business systems, identify the inter-dependencies of specific systems within an organization, and recommend suggestions to improve systems performance within organizations. It introduces students to concepts in systems architecture and systems optimization, with the intent of developing the students' analytical skills in identifying and resolving issues in business systems.

COURSE CODE: Elective 6

COURSE TITLE: Business Analytics

CREDIT: 3 Units

PRE-REQUISITES: ManAcc, FinMark

COURSE DESCRIPTION: The course covers managerial statistical tools in descriptive analytics and predictive analytics. Other topics covered include forecasting, risk analysis, simulation, data mining and decision analysis. It provides students with the fundamental concepts and tools needed to understand the emerging role of business analytics in organizations and shows students how to apply basic business analytic tools and interpret results for making better business decisions. Students use a computer software package for data analysis.

COURSE CODE: ELECTIVE 7

COURSE TITLE: Entrepreneurial Management

CREDIT: 3 Units

PRE-REQUISITE: SSP-TEM

COURSE DESCRIPTION: The course aims to teach the approach entrepreneurs use in identify 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.

COURSE CODE: Elective 8

COURSE TITLE: Global Finance with Electronic Banking

CREDIT: 3 Units

PRE-REQUISITE: FinMark

COURSE DESCRIPTION: Review of basic corporate finance term, 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.

COURSE CODE: Elective

COURSE TITLE: Risk Management

CREDIT: 3 Units

PRE-REQUISITE: FinMark

COURSE DESCRIPTION: This course covers the strategies employed include transferring the risks 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 (eg. national 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 risk associated with human capital.

COURSE CODE: Elective

COURSE TITLE: Financial Controllership

CREDIT: 3 Units

PRE-REQUISITE: FinMark

COURSE DESCRIPTION: A course in the controllership function in a business organization with focus on financial institution (banks, investments 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 system and procedures.

COURSE CODE: Elective

COURSE TITLE: Treasury Management

CREDIT: 3 Units

PRE-REQUISITE: FinMark

**COURSE DESCRIPTION:** The course aims to introduce the students to a more intensive discussions of the various domestic and international treasury functions, concepts and product of a financial institution. The topics include international trading, securities leadership, reserves and money position management, fund management, tax position management, pricing of treasury products. FCDU management, foreign exchange exposure management, risk and control in treasury operations.

**COURSE CODE:** Elective  
**Course Title:** Public Finance  
**Credit:** 3 Units  
**PRE-REQUISITE:** FinMark

**COURSE DESCRIPTION:** Examines issues central to majority of the most pressing issues in public affairs, market outcomes, government expenditures programs, and taxation, Examines the major strength and weakness of the market and explore why government involvement is necessary. Examines the models welfare economics use to describes optimal patterns of government expenditures 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.

**COURSE CODE:** Elective  
**COURSE TITLE:** Cooperative Management  
**CREDIT:** 3 Units  
**PRE-REQUISITE:** FinMark

**COURSE DESCRIPTION:** This course outlines the process of organizing and financing the cooperative business. It represents the most important element to consider when forming a cooperative. It list 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 non farm cooperative applications. The cooperative business structure, already shown to be successful in agriculture, also has been useful in helping others obtain desired benefit or provide needed services in areas like housing, utilities, finance, health care, child care, and small business support.

**COURSE CODE:** Elective  
**COURSE TITLE:** Behavioral Finance  
**CREDIT:** 3 Units  
**PRE-REQUISITE:** FinMark

**COURSE DESCRIPTION:** This course covers the main insight and findings from behavioral finance. And studies the psychological phenomena that influence investors, analyst and portfolio managers. Whenever possible, short cases are used to convey key points.

**COURSE CODE:** Elective  
**COURSE TITLE:** Franchising  
**CREDIT:** 3 Units

**COURSE DESCRIPTION:** 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.

**COURSE CODE:** Elective

**COURSE TITLE:** Mutual Fund

**CREDIT:** 3 Units

**PRE-REQUISITE:** CapMark

**COURSE DESCRIPTION:** 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 with is an example of a non depository intermediary. It also deals with topic like SEC Regulations on investment companies like mutual funds, open-ended mutual funds as distinguished form closed end mutual funds, and investment portfolio. It also provide the students adequate knowledge on the three advantages of mutual funds namely, diversification, liquidity and transaction cost advantages.

**COURSE CODE:** Elective

**COURSE TITLE:** Venture Capital

**CREDIT:** 3 Units

**PRE-REQUISITE:** FinMark

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

**COURSE CODE:** Elective

**COURSE TITLE:** Security Analysis

**CREDIT:** 3 Units

**PRE-REQUISITE:** FinMark

**COURSE DESCRIPTION:** This subject is intended to develop a students ability to analyze financial statements for the purposes of assessing a company 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

**COURSE CODE:** Elective

**COURSE TITLE:** Strategic Financial Management

**CREDIT:** 3 Units

**PRE-REQUISITE:** ConCurrent FinMan

Course Description: The course enables the students 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 periodic planning cycle. Core 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.

## **V. Professional Electives**

COURSE CODE: Practicum

COURSE TITLE: Practicum/Work Integrated Learning

CREDIT: 6 units

PRE-REQUISITE: Graduating

COURSE DESCRIPTION: Internship engages students in their last year of study in real industry practices that will prepare them for their eventual jobs and careers in their chosen fields of expertise. Students are required to work full-time for an industry partner, rendering a minimum of 600 hours.

## **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN HUMAN RESOURCE DEVELOPMENT MANAGEMENT**

### **COURSE DESCRIPTION**

**School Year 2021-2022**

## **I. General Education Courses**

COURSE CODE: GEC-UTS

COURSE TITLE: Understanding the Self

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course aims to study the nature of identity; factors and forces that affect the development and maintenance of personal identity.

COURSE CODE: GEC - RPH

COURSE TITLE: Readings in the Philippine History

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course aims primarily to study Philippine History viewed from the lens of selected primary sources in different periods, analysis and interpretation with emphasis on life and works of Jose P. Laurel.

COURSE CODE: GEC - TCW  
COURSE TITLE: The Contemporary World  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: This course is designed to study globalization and its impact on individuals, communities and nations, challenges and responses.

COURSE CODE: GEC-MATH  
COURSE TITLE: Mathematics in the Modern World  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: This course covers the study of nature of mathematics, appreciation of its practical, intellectual, and aesthetic dimensions, and application of mathematical tools in daily life.

COURSE CODE: GEC-PCOM  
COURSE TITLE: Purposive Communication  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: This course prepares the student in writing, speaking and presenting to different audiences for various purposes.

COURSE CODE: GEC - ART  
COURSE TITLE: Art Appreciation  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: This course covers the nature, function and appreciation of the arts in contemporary society.

COURSE CODE: GEC - STS  
COURSE TITLE: Science, Technology and Society  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: Study the interactions between science and technology and social, cultural, political and economic contexts which shape and are shaped by them; specific examples throughout human history of scientific and technological developments.

COURSE CODE: GEC - ETHICS  
COURSE TITLE: Ethics  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: This course is a study of the principles of ethical behavior in modern society at the level of the person, society and in interaction with the government and other shared resources.

COURSE CODE: Rizal  
COURSE TITLE: Life and Works of Rizal  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: The course also deals with the study of the life of Rizal as a hero, as a teacher, etc., analysis of his main works: his services and influence of the development of Philippines and the present fundamental laws governing the Philippines.

COURSE CODE: BSC 1  
COURSE TITLE: BEING Skills Course 1  
CREDIT: 1.5 units  
COURSE DESCRIPTION: The course is designed to equip students with self-awareness tools that will provide the groundwork for emotional literacy, productivity, and resilience.

COURSE CODE: BSC 2  
COURSE TITLE: BEING Skills Course 2  
CREDIT: 1.5 units  
COURSE DESCRIPTION: After the foundation has been set, the course will enable students to practice habits that contribute to healthy collaboration with peers.

COURSE CODE: EPC  
COURSE TITLE: English Proficiency Course  
CREDIT: 3 units  
COURSE DESCRIPTION: This enhancement program provides students an excellent opportunity to improve their English proficiency and to help them increase their abilities in the four language skills: speaking, listening, reading and writing. This makes use of interactive communicative activities that will help the students learn independently through their participation in self-access learning activities appropriate to their level and developmental needs using the Tell Me More or other related software and learning platform.

COURSE CODE: FL  
COURSE TITLE: Foreign Language  
CREDIT: 3 units  
PREREQUISITE: None  
COURSE DESCRIPTION: The course is designed to develop the knowledge, understanding, and skills involved in learning the secondary language. It covers the development of four fundamental skills in foreign language learning: listening, reading, speaking and writing with an emphasis on oral skills. Cultural readings and videos are included in each lesson to supplement the basic text and provide cultural insights and information.



## **II. NSTP Courses**

**COURSE CODE:** NSTP CWTS 1

**COURSE TITLE:** National Service Training Program

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** The course is pursuant to Section 12 of RA No. 9163 otherwise known as the National Service Training Program (NSTP) Act of 2001. NSTP – CWTS 1 includes the concept on volunteerism, self-awareness and team building geared towards an understanding of service and community consciousness.

**COURSE CODE:** NSTP CWTS 2

**COURSE TITLE:** National Service Training Program

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** The course is in pursuant to Section 12 of RA No. 9163 otherwise known as the National Service Training Program (NSTP) Act of 2001. NSTP - CWTS 2 is a continuation of NSTP – CWTS 1. It focuses on the concepts of community consciousness and community service. Needs assessment and project implementation is designed on the second half of the semester.

## **III. Physical Education Courses**

**COURSE CODE:** PE 1

**COURSE TITLE:** Physical Fitness and Gymnastics

**CREDIT** : Two (2) units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course gives light to the concepts and objectives of Physical Education and Physical Fitness. This is intended to uplift wellness among the lives of the learners through application of the topics discussed and activities presented. In focus are physical fitness and gymnastics which invigorate development in the three domains of learning.

**COURSE CODE:** PE 2

**COURSE TITLE:** Rhythmic Activities

**CREDIT** : Two (2) units

**PRE-REQUISITE:** PE 1

**COURSE DESCRIPTION:** This course is the study of both theoretical and practical aspects of dancing to develop the inborn sense of rhythm.

**COURSE CODE:** PE 3

**COURSE TITLE:** Individual-Dual Sports and Games

**CREDIT:** 2 units

**PRE-REQUISITE:** PE 2

**COURSE DESCRIPTION:** This course is about the theories, demonstrations, and practical works of the sports – athletics, bowling, table tennis and badminton with emphasis on the development of appreciation and the skills in playing.

COURSE CODE: PE 4

COURSE TITLE: Team Sports and Recreation

CREDIT: 2 units

PRE-REQUISITE: PE 3

COURSE DESCRIPTION: This course is designed to guide the students to develop the fundamentals of team sports, the different skills in Basketball and Volleyball. It includes an adequate knowledge of the background, interpretation, and application of the rules.

#### **IV. Common Business and Management Courses**

COURSE CODE: OpMan

COURSE TITLE: Operations Management (Total Quality Management)

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course examines the principles and practices of Operations Management and Total Quality Management (TQM) and shows how these can be applied in a Philippine company to improve its operations and increase its competitiveness, especially in global terms. Throughout the course, the emphasis is on the strategic dimension of quality in both manufacturing and service enterprises as well as in not-for-profit institutions. At the end of the course, the student is expected to have an appreciation of the strategic value of TQM principles, concepts and practices, and to understand the processes and pre-requisite conditions whereby TQM becomes a way of life in an organization.

COURSE CODE: StraMan

COURSE TITLE: Strategic Management

Credit: 3 units

PREREQUISITES: GoodGov, HBO, OpMan

COURSE DESCRIPTION: The aim of this course is to provide students with a broad overview of the basic concepts in strategic management. Students are exposed to a number of frameworks and models to better understand and analyze the macro-environment, the industry environment, and firm level resources. The end goal is for the students to be able to think strategically, as opposed to only having a functional orientation, and to formulate and to implement creative and innovative strategies that are conducive to the demands of the firm and the environment in which it resides.

#### **V. Business Administration Core Courses**

COURSE CODE: Micro Eco

COURSE TITLE: Basic Micro Economics

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course introduces the student to the three pillars of economic analysis (choice, scarcity and coordination) and the mathematical techniques that economists use to represent these ideas (optimization, equilibrium, and adding-up constraints). Most of the course is devoted to "price theory", which is

the analysis of the role that price play in facilitating coordination in a market economy. The last part of the course deals with situations where coordination through prices may not result in desirable outcomes.

COURSE CODE: ParCor

COURSE TITLE: Partnership and Corporation Accounting

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: It deals with transactions, financial statements, and problems peculiar to the operations of partnerships and corporations as distinguished from sole proprietorships. Topics include: partnership formation and operations including accounting for the admission of partners, changes in capital, and profit and loss sharing ratios; the conversion of an unincorporated enterprise into a corporation; accounting for incorporated enterprises, including corporate organizations, paid-in capital, accumulated earnings (loss), dividends and treasury shares. It will also cover the preparation of financial statements for internal and external purposes, accounting information systems manual and computerized special journals; understanding balance sheet, income statement, statement of cash flows and statement of changes in equity; financial statements of companies in the service, manufacturing and trading industries; and analysis of accounting information and decision making.

COURSE CODE: BusComm

COURSE TITLE: Business Communication/ Correspondence

CREDIT: 3 units

PRE-REQUISITE: GEC - PCOM

COURSE DESCRIPTION: The course covers the different types of communication used in business transaction including oral and written forms. Students are taught to prepare business reports, memoranda, business proposals, minutes of the meeting, economic briefs and executive summaries. Formal styles of communication and the use of technology in communication are covered in the course.

COURSE CODE: ManAcc

COURSE TITLE: Management Uses of Accounting

CREDIT: 3 units

PRE-REQUISITE: ParCor

COURSE DESCRIPTION: This is a terminal subject in accounting for non-accounting majors. It is primarily designed for students with a basic background in Accounting. The course emphasizes accounting as a tool of management in the functions of planning, controlling, decision-making. Among the topics covered are the basic concepts of financial statement preparation and analysis; cost system; operational and capital budgeting; internal audit and control; and the impact of electronic data processing on the accounting and management functions.

COURSE CODE: ObliCon

COURSE TITLE: Law on Obligations and Contracts

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course gives the student an understanding of the legal concepts and rules governing the law of obligations and contracts and application of these concepts to practical problems. It involves a discussion of the nature, sources, kinds, and extinguishments of contracts including defective contracts and other miscellaneous topics relevant to the course. Topics include: the nature of law, source of law and the role of law in society; structure of the Philippine legal system; general legal concepts of enforceable rights and obligations; type of laws and the national legal system; nature, purpose, scope, and key principles of national legislation; sources of obligations; kinds of obligations under the Civil Code; specific circumstance affecting obligations in general (fortuitous events, fraud, negligence, delay, and breach of contract); duties of obligor to do or not to do; extinguishments of obligation; general principles of the law of contracts; elements and stages of contracts; freedom from contract and limitation; object of contracts; considerations of contracts; formalities; interpretations and reformations of contracts; and defective contracts (rescissible, voidable, unenforceable, and void).

COURSE CODE: GoodGov

COURSE TITLE: Good Governance and Social Responsibility

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course is designed to inform and stimulate thinking on issues of ethics and social responsibility encountered in business. The material covered is intended to prepare students to recognize and manage ethical and social responsibility issues as they arise, and to help them formulate their own standards of integrity and professionalism. The overall course objectives are to increase awareness of the ethical dimension of business conduct, to contribute insight into the professional standards and responsibilities of students in their future careers; to develop analytical skills for identifying and resolving ethical and social responsibility issues in business; and to practice decision making about ethical and social responsibility issues. The course also provides an opportunity for students to reflect on and critically examine the values and assumptions brought to business decisions, both by themselves and by others.

COURSE CODE: IncomeTax

COURSE TITLE: Income Taxation

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This introductory Taxation course is primarily concerned with income taxation. The objective is to develop a working knowledge of the basic principles and rules of the income tax system as these apply to individuals, partnerships and corporations. It covers an overview of the national tax system, and the income taxation of employees and unincorporated businesses and incorporated businesses. It provides the students with knowledge of the capital gains tax, final tax on certain passive income, and the year-end tax. Including the minimum corporate income tax, the normal tax and the improperly accumulated profits tax of

corporations. Tax forms are provided for specific topics discussed.

COURSE CODE: FinMark

COURSE TITLE: Financial Markets

CREDIT: 3 Units

PRE-REQUISITE: ManAcc

COURSE DESCRIPTION: The course aims to develop a student's understanding of the basic principles of finance. It is designed to give a theoretical introduction to financial markets and provides an overview on how assets are traded on those markets.

COURSE CODE: HRM

COURSE TITLE: Human Resource Management

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course is an introduction to the broad subject of human resources development and utilization. The behavioral and socio-economic framework is first established before the student is presented with the functional areas of personnel management, such procurement, development and advancement, compensation and employees benefits, integration and industrial relations.

COURSE CODE: BusTax

COURSE TITLE: Transfer and Business Taxes

CREDIT: 3 units

PRE-REQUISITE: IncomeTax

COURSE DESCRIPTION: This course involves an intensive study of the business and transfer tax system, including the estate tax, the gift tax, and transfer tax. The relationship between these three donative transfer taxes, and between the transfer taxes and the income tax, are emphasized. The policy underpinnings or wealth transfer taxation, and the reasons for the recent erosion in its political support, will be explored. The taxation under the government, tariffs and codes are also discussed. Topics include excise tax, Value Added Tax, Percentage Tax, Estate Tax and Donor's Tax..

COURSE CODE: HBO

COURSE TITLE: Human Behavior in Organization

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: The course introduces the students to the factors affecting the behavior of individuals and groups in an organization. Various theories and models of organization, work group behavior, motivation in life and work, and human relation among others are discussed and related to organizational practices and phenomena.

COURSE CODE: IApp  
COURSE TITLE: IT Application Tools in Business  
CREDIT: 3 units  
PRE-REQUISITE:

COURSE DESCRIPTION: This course will thoroughly discuss the two most important computer applications. Word processing will include creating, editing and printing any form of documents especially in connection to business forms. Spreadsheets will introduce to the students the use of electronic worksheets for business transactions. This course will also make use of available business software.

COURSE CODE: Res 1  
COURSE TITLE: Business Research 1 (Thesis or FS)  
CREDIT: 3 units  
PRE-REQUISITE: None

COURSE DESCRIPTION: This course concerns the fundamental research methodology and thesis/feasibility study writing. It also includes knowledge of different research design and application of statistical methods for testing the hypothesis, gathering, analyzing and presentation of data from which conclusion are drawn. The course introduces the forms of written corporate communication and proper formats for professional and scholarly writing. The output is a pre-oral in which the research output should be defended before the panel of examiners or thesis committee.

COURSE CODE: PerDev  
COURSE TITLE: Personality Development  
CREDIT: 3 units  
PRE-REQUISITE: None

COURSE DESCRIPTION: This course deals with the dynamics of personality development and then proceeds to guide students in comparing themselves to the ideal. Activities are also meant to deeper their self-realization as they reflect on their existing value system, their life philosophy, paradigms and perceptions.

COURSE CODE: IBT  
COURSE TITLE: International Business and Trade  
CREDIT: 3 units  
PRE-REQUISITE: None

COURSE DESCRIPTION: This course provides an overview of the environment, concepts and basic differences involved in international business and trade. Topics include forms of foreign investment, international trade theory, government influences on trade and strategies, international organizations, multinational corporations, personnel management and international marketing.

COURSE CODE: Res 2  
COURSE TITLE: Research Methods/Thesis Writing (FS) and Defense  
CREDIT: 3 units  
PRE-REQUISITE: Res 1

COURSE DESCRIPTION: This course is a continuation of the research activities

the output of which should be an oral defense before a recognized panel of experts.

**COURSE CODE:** Nego

**COURSE TITLE:** Law on Negotiable Instruments

**CREDIT:** 3 units

**PRE-REQUISITE:** ObliCon

**COURSE DESCRIPTION:** This course deals with the provisions of the law on negotiable instruments. It includes discussions on topics on negotiability of the instruments; functions and kinds of negotiable instrument; construction of ambiguous instrument; forgery and its effect; consideration; accommodation party; manner and consequence of transfer of instruments; striking out endorsements; requisites of holder in due course; defense of the parties; discharge of negotiable instruments and the parties secondarily liable; liabilities of the parties; effects of alteration; and other kinds of instruments such as promissory notes and bills of exchange. Some of the major themes that will be explored in class include the process of negotiation and collecting (i.e., paying and getting paid), loss allocation (who pays when there is a problem), and emerging payment systems using new technology and the Internet (credit and debit card systems)

## **VI. Professional Courses**

### **A. Professional Major Courses**

**Course Code:** AOM

**COURSE TITLE:** Administrative Office Management

**CREDIT:** 3 Units

**PRE-REQUISITE:** HRM

**COURSE DESCRIPTION:** 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.

**COURSE CODE:** LaborLaw

**COURSE TITLE:** Labor Law and Legislation

**CREDIT:** 3 Units

**PRE-REQUISITES:** HRM, HBO

**COURSE DESCRIPTION:** The course 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 an indispensable as knowing the basic law 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 effect the manner of the business operates, they interplay various sectors, the limitations and scope of freedom in the work place will influence the culture of the organization.

COURSE CODE: Recruit  
COURSE TITLE: Recruitment and Selection  
Credit: 3 Units

PRE-REQUISITES: HRM, HBO

COURSE DESCRIPTION: This course covers the fundamental methodologies of attracting new talents needed by the organization with emphasis on effective sourcing 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 organization achieve its business plans and operational objectives for a given period.

COURSE CODE: TrainDev  
COURSE TITLE: Training and Development  
CREDIT: 3 Units

PRE-REQUISITE: Recruit

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

COURSE CODE: CompensAd  
COURSE TITLE: Compensation Administration  
CREDIT: 3 Units

PRE-REQUISITES: LaborLaw, Recruit

COURSE DESCRIPTION: 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 form of compensation and reward, compensation levels, instructors and schedule.

COURSE CODE: LaborRelations  
COURSE TITLE: Labor Relations and Negotiations  
CREDIT: 3 Units

PRE-REQUISITE: LaborLaw

COURSE DESCRIPTION: The course uses cases, lectures and simulations to develop negotiation skills in the 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.

COURSE CODE: STHRM  
COURSE TITLE: Special Topics in Human Resource Management  
CREDIT: 3 Units

PRE-REQUISITE: HRM

COURSE DESCRIPTION: The course covers a range of major issues impacting of human resource management in organizations including demographic and



and social change, ethics in HRM, managing diversity, assessment center techniques, the impact Government legislation on HRM, the contribution of HRM to improving productivity, managing outsourcing career development and mentoring.

**COURSE CODE:** OD

**COURSE TITLE:** Organization Development

**CREDIT:** 3 Units

**PRE-REQUISITE:** HRM

**COURSE DESCRIPTION:** The students 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.

## **B. Professional Electives**

**COURSE CODE:** Elec 1

**COURSE TITLE:** Fundamentals of Business Processes Outsourcing 101(SMFBPO1)

**CREDIT:** 3 Units

**PRE-REQUISITE:** Business Communication/Correspondence

**COURSE DESCRIPTION:** The course provides students with an overview of the outsourcing industry, including the rationale for outsourcing, critical factors which affect different outsourcing industries, and the process involved in engaging in, operating, and maintaining an outsourced service. The course also introduces different tools and methodologies used in outsourcing operations and provide the students with opportunities to apply there tolls in simulations at a computer laboratory or "Game Lab". The course enables students to recognize areas of opportunities in outsourcing, as well as to analyze and assess how changes in technology, regulation, and business environments may affect current industries. It also increases the students' awareness of the different processes critical to maintaining outsourcing engagements, such as maintaining client relationships in the context of a service culture, and the effective management of costs and resources.

**COURSE CODE:** Elec 2

**COURSE TITLE:** Business Communications II (SMBUSCO)

**CREDIT:** 3 Units

**PRE-REQUISITE:** Business Communication/Correspondence

**COURSE DESCRIPTION:** The course builds the students' understanding of, and basic competencies in, effective communication in the workplace. It introduces students to key concepts of business communication, methods, and techniques for its efficacy and its impact on organizational success. Actual applications and scenarios are used to illustrate the fundamentals of effective business communication.

COURSE CODE: Elec 3

COURSE TITLE: Fundamentals of Business Processes Outsourcing 102 (SMFBPO2)

CREDIT: 3 Units

PRE-REQUISITE: Fundamentals of Business Process Outsourcing 101 (BPO 101)

COURSE DESCRIPTION: The course provides an introduction to fundamental business process outsourcing concepts via an understanding of the techniques for using business practices and methods to create and improve business processes. The foundational study of business processes provide a basis by which performance improvements are identified and implemented across business organizations. Business process outsourcing is introduced as a natural evolution of business process management. The student is exposed to a set of qualitative and quantitative topics aimed to enhance process-oriented thinking, in order to develop the knowledge and skills necessary to appreciate and implement programs of process reengineering, management, and excellence in organizations.

COURSE CODE: Elective 4

COURSE TITLE: Service Culture (SMSVCCU)

CREDIT: 3 Units

PRE-REQUISITE: Fundamentals of Business Process Outsourcing 101 (BPO 101)

COURSE DESCRIPTION: The course builds the students' personal and social competencies (values and attitudes) necessary to executing and delivering excellent service in any professional endeavor. It introduces students to various service companies and industries and key concepts in being a customer-centric organization. It enables students to practice practical customer service skills and to manage a project.

COURSE CODE: Elective 5

COURSE TITLE: Principles of Systems Thinking (SMSYSTH)

CREDIT: 3 Units

PRE-REQUISITE: Business Communication, Service Culture

COURSE DESCRIPTION: The course aims to prepare the student for the twenty-first century workplace by building their foundations in systems thinking enabling them to examine business systems, identify the inter-dependencies of specific systems within an organization, and recommend suggestions to improve systems performance within organizations. It introduces students to concepts in systems architecture and systems optimization, with the intent of developing the students' analytical skills in identifying and resolving issues in business systems.

COURSE CODE: Elective 6

COURSE TITLE: Business Analytics

CREDIT: 3 Units

PRE-REQUISITES: ManAcc, FinMark

COURSE DESCRIPTION: The course covers managerial statistical tools in descriptive analytics and predictive analytics. Other topics covered include forecasting, risk analysis, simulation, data mining and decision analysis. It provides students with the fundamental concepts and tools needed to understand the emerging role of business analytics in organizations and shows students how to

apply basic business analytic tools and interpret results for making better business decisions. Students use a computer software package for data analysis.

COURSE CODE: Elective

COURSE TITLE: Logistics Management

CREDIT: 3 Units

PRE-REQUISITE: HRM

COURSE DESCRIPTION: 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 system for logistics and supply chain management.

COURSE CODE: Elective

COURSE TITLE: Project Management

CREDIT: 3 Units

PRE-REQUISITE: HRM

COURSE DESCRIPTION: This course describes the attributes that characterizes a project, the five steps of the project management process, and the variables involved in the project management process.

COURSE CODE: Elective

COURSE TITLE: Environmental Management System

CREDIT: 3 Units

PRE-REQUISITE: HRM

COURSE DESCRIPTION: This course satisfies two interrelated objectives to improve the student management decision – making ability through the solution of complex multinational management problems, and to increase the students in different cultural, socio-economics and legal environment encountered in the corporate world. The course uses readings, cases and group projects.

COURSE CODE: Elective

COURSE TITLE: Entrepreneurial Management

CREDIT: 3 Units

PRE-REQUISITE: HRM

COURSE DESCRIPTION: 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.

COURSE CODE: Elective

COURSE TITLE: Marketing Management

CREDIT: 3 Units

PRE-REQUISITE: HRM

**COURSE DESCRIPTION:** 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 effective sales force are also emphasize. This also discusses planning for effective marketing.

**COURSE CODE:** Elective

**COURSE TITLE:** Strategic Human Resource Management

**CREDIT:** 3 Units

**PRE-REQUISITE:** HRM

**COURSE DESCRIPTION:** 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 HR work will be the corner stone of this course. Various self-assessment tools and instrument will be utilized to enhance self-understanding processing.

## **VI. Internship**

**COURSE CODE:** Practicum

**COURSE TITLE:** Practicum/Work Integrated Learning

**CREDIT:** 6 units

**PRE-REQUISITE:** Graduating

**COURSE DESCRIPTION:** Internship engages students in their last year of study in real industry practices that will prepare them for their eventual jobs and careers in their chosen fields of expertise. Students are required to work full-time for an industry partner, rendering a minimum of 600 hours.

# **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN HUMAN RESOURCE DEVELOPMENT MANAGEMENT**

## **COURSE DESCRIPTION**

**School Year 2021-2022**

### **I. General Education Courses**

**COURSE CODE:** GEC-UTS

**COURSE TITLE:** Understanding the Self

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course aims to study the nature of identity; factors and forces that affect the development and maintenance of personal identity.

COURSE CODE: GEC - RPH  
COURSE TITLE: Readings in the Philippine History  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: This course aims primarily to study Philippine History viewed from the lens of selected primary sources in different periods, analysis and interpretation with emphasis on life and works of Jose P. Laurel.

COURSE CODE: GEC - TCW  
COURSE TITLE: The Contemporary World  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: This course is designed to study globalization and its impact on individuals, communities and nations, challenges and responses.

COURSE CODE: GEC-MATH  
COURSE TITLE: Mathematics in the Modern World  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: This course covers the study of nature of mathematics, appreciation of its practical, intellectual, and aesthetic dimensions, and application of mathematical tools in daily life.

COURSE CODE: GEC-PCOM  
COURSE TITLE: Purposive Communication  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: This course prepares the student in writing, speaking and presenting to different audiences for various purposes.

COURSE CODE: GEC - ART  
COURSE TITLE: Art Appreciation  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: This course covers the nature, function and appreciation of the arts in contemporary society.

COURSE CODE: GEC - STS  
COURSE TITLE: Science, Technology and Society  
CREDIT: 3 units  
PRE-REQUISITE: None  
COURSE DESCRIPTION: Study the interactions between science and technology and social, cultural, political and economic contexts which shape and are shaped by them; specific examples throughout human history of scientific and technological developments.

COURSE CODE: GEC - ETHICS

COURSE TITLE: Ethics

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course is a study of the principles of ethical behavior in modern society at the level of the person, society and in interaction with the government and other shared resources.

COURSE CODE: Rizal

COURSE TITLE: Life and Works of Rizal

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: The course also deals with the study of the life of Rizal as a hero, as a teacher, etc., analysis of his main works: his services and influence of the development of Philippines and the present fundamental laws governing the Philippines.

COURSE CODE: BSC 1

COURSE TITLE: BEING Skills Course 1

CREDIT: 1.5 units

COURSE DESCRIPTION: The course is designed to equip students with self-awareness tools that will provide the groundwork for emotional literacy, productivity, and resilience.

COURSE CODE: BSC 2

COURSE TITLE: BEING Skills Course 2

CREDIT: 1.5 units

COURSE DESCRIPTION: After the foundation has been set, the course will enable students to practice habits that contribute to healthy collaboration with peers.

COURSE CODE: EPC

COURSE TITLE: English Proficiency Course

COURSE CREDIT: 3 units

COURSE DESCRIPTION: This enhancement program provides students an excellent opportunity to improve their English proficiency and to help them increase their abilities in the four language skills: speaking, listening, reading and writing. This makes use of interactive communicative activities that will help the students learn independently through their participation in self-access learning activities appropriate to their level and developmental needs using the Tell Me More or other related software and learning platform.

COURSE CODE: FL

COURSE TITLE: Foreign Language

Credit: 3 units

Prerequisite : None

Course Description: The course is designed to develop the knowledge, understanding, and skills involved in learning the secondary language. It covers the development of four fundamental skills in foreign language learning: listening, reading, speaking and writing with an emphasis on oral skills. Cultural readings and videos are included in each lesson to supplement the basic text and provide cultural insights and information.

## **II. NSTP COURSES**

COURSE CODE: NSTP CWTS 1

COURSE TITLE: National Service Training Program

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: The course is pursuant to Section 12 of RA No. 9163 otherwise known as the National Service Training Program (NSTP) Act of 2001. NSTP – CWTS 1 includes the concept on volunteerism, self-awareness and team building geared towards an understanding of service and community consciousness.

COURSE CODE: NSTP CWTS 2

COURSE TITLE: National Service Training Program

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: The course is in pursuant to Section 12 of RA No. 9163 otherwise known as the National Service Training Program (NSTP) Act of 2001. NSTP - CWTS 2 is a continuation of NSTP – CWTS 1. It focuses on the concepts of community consciousness and community service. Needs assessment and project implementation is designed on the second half of the semester.

## **III. Physical Education Courses**

COURSE CODE: PE 1

COURSE TITLE: Physical Fitness and Gymnastics

CREDIT: 2 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course gives light to the concepts and objectives of Physical Education and Physical Fitness. This is intended to uplift wellness among the lives of the learners through application of the topics discussed and activities presented. In focus are physical fitness and gymnastics which invigorate development in the three domains of learning.

COURSE CODE: PE 2

COURSE TITLE: Rhythmic Activities

CREDIT: 2 units

PRE-REQUISITE: PE 1

COURSE DESCRIPTION: This course is the study of both theoretical and practical

aspects of dancing to develop the inborn sense of rhythm.

COURSE CODE: PE 3

COURSE TITLE: Individual-Dual Sports and Games

CREDIT : Two (2) units

PRE-REQUISITE: PE 2

COURSE DESCRIPTION: This course is about the theories, demonstrations, and practical works of the sports – athletics, bowling, table tennis and badminton with emphasis on the development of appreciation and the skills in playing.

COURSE CODE: PE 4

COURSE TITLE: Team Sports and Recreation

CREDIT : Two (2) units

PRE-REQUISITE: PE 3

COURSE DESCRIPTION: This course is designed to guide the students to develop the fundamentals of team sports, the different skills in Basketball and Volleyball. It includes an adequate knowledge of the background, interpretation, and application of the rules.

#### **IV. COMMON BUSINESS AND MANAGEMENT COURSES**

COURSE CODE: OpMan

COURSE TITLE: Operations Management (Total Quality Management)

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course examines the principles and practices of Operations Management and Total Quality Management (TQM) and shows how these can be applied in a Philippine company to improve its operations and increase its competitiveness, especially in global terms. Throughout the course, the emphasis is on the strategic dimension of quality in both manufacturing and service enterprises as well as in not-for-profit institutions. At the end of the course, the student is expected to have an appreciation of the strategic value of TQM principles, concepts and practices, and to understand the processes and pre-requisite conditions whereby TQM becomes a way of life in an organization.

COURSE CODE: StraMan

COURSE TITLE: Strategic Management

CREDIT: 3 units

PREREQUISITES: GoodGov, HBO, OpMan

COURSE DESCRIPTION: The aim of this course is to provide students with a broad overview of the basic concepts in strategic management. Students are exposed to a number of frameworks and models to better understand and analyze the macro-environment, the industry environment, and firm level resources. The end goal is for the students to be able to think strategically, as opposed to only having a functional orientation, and to formulate and to implement creative and innovative strategies that are conducive to the demands of the firm and the environment in which it resides.



## **V. Business Administration Core Courses**

**COURSE CODE:** Micro Eco

**COURSE TITLE:** Basic Micro Economics

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course introduces the student to the three pillars of economic analysis (choice, scarcity and coordination) and the mathematical techniques that economists use to represent these ideas (optimization, equilibrium, and adding-up constraints). Most of the course is devoted to "price theory", which is the analysis of the role that price play in facilitating coordination in a market economy. The last part of the course deals with situations where coordination through prices may not result in desirable outcomes.

**COURSE CODE:** ParCor

**COURSE TITLE:** Partnership and Corporation Accounting

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** It deals with transactions, financial statements, and problems peculiar to the operations of partnerships and corporations as distinguished from sole proprietorships. Topics include: partnership formation and operations including accounting for the admission of partners, changes in capital, and profit and loss sharing ratios; the conversion of an unincorporated enterprise into a corporation; accounting for incorporated enterprises, including corporate organizations, paid-in capital, accumulated earnings (loss), dividends and treasury shares. It will also cover the preparation of financial statements for internal and external purposes, accounting information systems manual and computerized special journals; understanding balance sheet, income statement, statement of cash flows and statement of changes in equity; financial statements of companies in the service, manufacturing and trading industries; and analysis of accounting information and decision making.

**COURSE CODE:** BusComm

**COURSE TITLE:** Business Communication/ Correspondence

**CREDIT:** 3 units

**PRE-REQUISITE:** GEC - PCOM

**COURSE DESCRIPTION:** The course covers the different types of communication used in business transaction including oral and written forms. Students are taught to prepare business reports, memoranda, business proposals, minutes of the meeting, economic briefs and executive summaries. Formal styles of communication and the use of technology in communication are covered in the course.

**COURSE CODE:** ManAcc

**COURSE TITLE:** Management Uses of Accounting

**CREDIT:** 3 units

**PRE-REQUISITE:** ParCor

**COURSE DESCRIPTION:** This is a terminal subject in accounting for non-accounting majors. It is primarily designed for students with a basic background

in Accounting. The course emphasizes accounting as a tool of management in the functions of planning, controlling, decision-making. Among the topics covered are the basic concepts of financial statement preparation and analysis; cost system; operational and capital budgeting; internal audit and control; and the impact of electronic data processing on the accounting and management functions.

COURSE CODE: ObliCon

COURSE TITLE: Law on Obligations and Contracts

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course gives the student an understanding of the legal concepts and rules governing the law of obligations and contracts and application of these concepts to practical problems. It involves a discussion of the nature, sources, kinds, and extinguishments of contracts including defective contracts and other miscellaneous topics relevant to the course. Topics include: the nature of law, source of law and the role of law in society; structure of the Philippine legal system; general legal concepts of enforceable rights and obligations; type of laws and the national legal system; nature, purpose, scope, and key principles of national legislation; sources of obligations; kinds of obligations under the Civil Code; specific circumstance affecting obligations in general (fortuitous events, fraud, negligence, delay, and breach of contract); duties of obligor to do or not to do; extinguishments of obligation; general principles of the law of contracts; elements and stages of contracts; freedom from contract and limitation; object of contracts; considerations of contracts; formalities; interpretations and reformations of contracts; and defective contracts (rescissible, voidable, unenforceable, and void).

COURSE CODE: GoodGov

COURSE TITLE: Good Governance and Social Responsibility

CREDIT: 3 units

PRE-REQUISITE:

COURSE DESCRIPTION: This course is designed to inform and stimulate thinking on issues of ethics and social responsibility encountered in business. The material covered is intended to prepare students to recognize and manage ethical and social responsibility issues as they arise, and to help them formulate their own standards of integrity and professionalism. The overall course objectives are to increase awareness of the ethical dimension of business conduct, to contribute insight into the professional standards and responsibilities of students in their future careers; to develop analytical skills for identifying and resolving ethical and social responsibility issues in business; and to practice decision making about ethical and social responsibility issues. The course also provides an opportunity for students to reflect on and critically examine the values and assumptions brought to business decisions, both by themselves and by others.

COURSE CODE: IncomeTax

COURSE TITLE: Income Taxation

CREDIT: 3 units

PRE-REQUISITE: None

**COURSE DESCRIPTION:** This introductory Taxation course is primarily concerned with income taxation. The objective is to develop a working knowledge of the basic principles and rules of the income tax system as these apply to individuals, partnerships and corporations. It covers an overview of the national tax system, and the income taxation of employees and unincorporated businesses and incorporated businesses. It provides the students with knowledge of the capital gains tax, final tax on certain passive income, and the year-end tax. Including the minimum corporate income tax, the normal tax and the improperly accumulated profits tax of corporations. Tax forms are provided for specific topics discussed.

**COURSE CODE:** FinMark

**COURSE TITLE:** Financial Markets

**CREDIT:** 3 Units

**PRE-REQUISITE:** ManAcc

**COURSE DESCRIPTION:** The course aims to develop a student's understanding of the basic principles of finance. It is designed to give a theoretical introduction to financial markets and provides an overview on how assets are traded on those markets.

**COURSE CODE:** HRM

**COURSE TITLE:** Human Resource Management

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course is an introduction to the broad subject of human resources development and utilization. The behavioral and socio-economic framework is first established before the student is presented with the functional areas of personnel management, such procurement, development and advancement, compensation and employees benefits, integration and industrial relations.

**COURSE CODE:** BusTax

**COURSE TITLE:** Business Taxation

**CREDIT:** 3 units

**PRE-REQUISITE:** IncomeTax

**COURSE DESCRIPTION:** This course involves an intensive study of the business and transfer tax system, including the estate tax, the gift tax, and transfer tax. The relationship between these three donative transfer taxes, and between the transfer taxes and the income tax, are emphasized. The policy underpinnings or wealth transfer taxation, and the reasons for the recent erosion in its political support, will be explored. The taxation under the government, tariffs and codes are also discussed. Topics include excise tax, Value Added Tax, Percentage Tax, Estate Tax and Donor's Tax.

**COURSE CODE:** HBO

**COURSE TITLE:** Human Behavior in Organization

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** The course introduces the students to the factors affecting the behavior of individuals and groups in an organization. Various theories and models of organization, work group behavior, motivation in life and work, and human relation among others are discussed and related to organizational practices and phenomena.

**COURSE CODE:** ITApp

**COURSE TITLE:** IT Application Tools in Business

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course will thoroughly discuss the two most important computer applications. Word processing will include creating, editing and printing any form of documents especially in connection to business forms. Spreadsheets will introduce to the students the use of electronic worksheets for business transactions. This course will also make use of available business software.

**COURSE CODE:** Res 1

**COURSE TITLE:** Business Research 1 (Thesis or FS)

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course concerns the fundamental research methodology and thesis/feasibility study writing. It also includes knowledge of different research design and application of statistical methods for testing the hypothesis, gathering, analyzing and presentation of data from which conclusion are drawn. The course introduces the forms of written corporate communication and proper formats for professional and scholarly writing. The output is a pre-oral in which the research output should be defended before the panel of examiners or thesis committee.

**COURSE CODE:** PerDev

**COURSE TITLE:** Personality Development

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course deals with the dynamics of personality development and then proceeds to guide students in comparing themselves to the ideal. Activities are also meant to deeper their self-realization as they reflect on their existing value system, their life philosophy, paradigms and perceptions.

**COURSE CODE:** IBT

**COURSE TITLE:** International Business and Trade

**CREDIT:** 3 units

**PRE-REQUISITE:** None

**COURSE DESCRIPTION:** This course provides an overview of the environment, concepts and basic differences involved in international business and trade. Topics include forms of foreign investment, international trade theory, government influences on trade and strategies, international organizations, multinational corporations, personnel management and international marketing.

COURSE CODE: Res 2

COURSE TITLE: Business Research 2 (Thesis/FS)

CREDIT: 3 units

PRE-REQUISITE: Res 1

COURSE DESCRIPTION: This course is a continuation of the research activities the output of which should be an oral defense before a recognized panel of experts.

COURSE CODE: LawOnSales

COURSE TITLE: Law on Sales, Agency, Labor and Other Commercial Laws

CREDIT: 3 units

PRE-REQUISITE: ObliCon

Course Description: This course deals with the law on sales covering contracts for the sale of goods including nature, forms, and requisites, distinguished from dacion en pago, cession in payment, contract for a piece of work, and barter; earnest money as distinguished from option money; rights/obligations of vendee and vendor; remedies of unpaid seller; warranties; sale with a right to repurchase or conventional redemption and legal redemption; sale on credit; and installment sales (personal property – Recto law, real property – Maceda law). It also covers the law on agency; its nature, form, and kinds; obligations of the agent and of the principal; and modes of extinguishments. Also discussed are pertinent provisions of the Labor Code and the law on credit transactions such as loan, deposit, guarantee, pledge, real mortgage, antichresis, and chattel mortgage. Other relevant laws on commerce and trade such Omnibus Investment Code, Foreign Investments Act, and Retail Trade Liberalization Law are also discussed.

COURSE CODE: StatAna

COURSE TITLE: Statistical Analysis with Software Application

CREDIT: 3 units

PRE-REQUISITE: None

COURSE DESCRIPTION: This course provides a fundamental understanding of the concepts of statistical inference necessary to effectively employ statistical methods in contemporary business situations. It is designed to use the appropriate statistical techniques and any available software application that will facilitate a data-driven decision-making process in the field of business and other related areas. In addition to the more complex software for data analysis, it required that the students to be highly proficient with the use of MS excel for Statistical Analysis

## **VI. Professional Courses**

### **A. Professional Major Courses**

COURSE CODE: ProSales

COURSE TITLE: Professional Salesmanship

CREDIT: 3 Units

PRE-REQUISITE: None

COURSE DESCRIPTION: 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.

COURSE CODE: Advertising  
COURSE TITLE: Advertising and Sales Promo  
CREDIT: 3 Units  
PRE-REQUISITE: None

COURSE DESCRIPTION: This course aims to provide thorough understanding about Advertising and the Real world. It will help students 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 students to the richness and variety of the advertising world.

COURSE CODE: MarkMan  
COURSE TITLE: Marketing Management  
CREDIT: 3 Units  
PRE-REQUISITE: None

COURSE DESCRIPTION: 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.

COURSE CODE: RetailMan  
COURSE TITLE: Retail Management  
CREDIT: 3 Units  
PRE-REQUISITE/S: ProSales, MarkMan

COURSE DESCRIPTION: 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.

COURSE CODE: ProdMan  
COURSE TITLE: Product Management  
CREDIT: 3 Units  
PRE-REQUISITE/S: ProSales, MarkMan

COURSE DESCRIPTION: 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.

COURSE CODE: DistriMan  
COURSE TITLE: Distribution Management  
CREDIT: 3 Units  
PRE-REQUISITE/S: ProSales, MarkMan

**COURSE DESCRIPTION:** 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 students understanding of distribution cost analysis through their involvement in exercises and actual projects in the area of distribution management.

**COURSE CODE:** MarkRes

**COURSE TITLE:** Marketing Research

**CREDIT:** 3 Units

**PRE-REQUISITE:** MarkMan

**COURSE DESCRIPTION:** 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 functions which the consumers, 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.

**COURSE CODE:** Pricing

**COURSE TITLE:** PRICING STRATEGY

**CREDIT:** 3 Units

**PRE-REQUISITE/S:** ManAcc

**COURSE DESCRIPTION:** 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.

## **B. Professional Electives**

**COURSE CODE:** Elec 1

**COURSE TITLE:** Fundamentals of Business Processes Outsourcing 1

**CREDIT:** 3 Units

**PRE-REQUISITE:** Business Communication

**COURSE DESCRIPTION:** The course provides students with an overview of the outsourcing industry, including the rationale for outsourcing, critical factors which affect different outsourcing industries, and the process involved in engaging in, operating, and maintaining an outsourced service. The course also introduces different tools and methodologies used in outsourcing operations and provide the students with opportunities to apply there tolls in simulations at a computer laboratory or "Game Lab". The course enables students to recognize areas of opportunities in outsourcing, as well as to analyze and assess how changes in technology, regulation, and business environments may affect current industries. It also increases the students' awareness of the different processes critical to maintaining outsourcing engagements, such as maintaining client relationships in the context of a service culture, and the effective management of costs and resources.

COURSE CODE: Elec 2

COURSE TITLE: Business Communications II

CREDIT: 3 Units

PRE-REQUISITE: Business Communication

COURSE DESCRIPTION: The course builds the students' understanding of, and basic competencies in, effective communication in the workplace. It introduces students to key concepts of business communication, methods, and techniques for its efficacy and its impact on organizational success. Actual applications and scenarios are used to illustrate the fundamentals of effective business communication.

COURSE CODE: Elec 3

COURSE TITLE: Fundamentals of Business Processes Outsourcing 2

CREDIT: 3 Units

PRE-REQUISITE: Fundamentals of Business Process Outsourcing 1

COURSE DESCRIPTION: The course provides an introduction to fundamental business process outsourcing concepts via an understanding of the techniques for using business practices and methods to create and improve business processes. The foundational study of business processes provide a basis by which performance improvements are identified and implemented across business organizations. Business process outsourcing is introduced as a natural evolution of business process management. The student is exposed to a set of qualitative and quantitative topics aimed to enhance process-oriented thinking, in order to develop the knowledge and skills necessary to appreciate and implement programs of process reengineering, management, and excellence in organizations.

COURSE CODE: Elective 4

COURSE TITLE: Service Culture

CREDIT: 3 Units

PRE-REQUISITE: Fundamentals of Business Process Outsourcing 1 (BPO1)

COURSE DESCRIPTION: The course builds the students' personal and social competencies (values and attitudes) necessary to executing and delivering excellent service in any professional endeavor. It introduces students to various service companies and industries and key concepts in being a customer-centric organization. It enables students to practice practical customer service skills and to manage a project.

COURSE CODE: Elective 5

COURSE TITLE: Principles of Systems Thinking

CREDIT: 3 Units

PRE-REQUISITES: Business Communication, Service Culture

COURSE DESCRIPTION: The course aims to prepare the student for the twenty-first century workplace by building their foundations in systems thinking enabling them to examine business systems, identify the inter-dependencies of specific systems within an organization, and recommend suggestions to improve systems performance within organizations. It introduces students to concepts in systems architecture and systems optimization, with the intent of developing the students' analytical skills in identifying and resolving issues in business systems.



COURSE CODE: Elective 7

COURSE TITLE: Entrepreneurial Management

CREDIT: 3 Units

PRE-REQUISITE: SSP-TEM

COURSE DESCRIPTION: 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.

COURSE CODE: Elective 8

COURSE TITLE: Special Topics in Marketing Management

CREDIT: 3 units

PRE-REQUISITE: MarkMan

COURSE DESCRIPTION: This course covers range of major issues, current trends and developments impacting on marketing in organizations including demographic and social change, ethics in marketing, marketing diversity, the impact of Government legislation on marketing, the contribution of marketing to improving productivity, marketing outsourcing, and economic development.

Case discussions instill in the students the value of being market – and consumer-conscious when analyzing the dynamic changes confronting various industries. In addition, this can be strengthened through experiential exercises, dialogue and group activities.

COURSE CODE: Elective

COURSE TITLE: New Market Development

CREDIT: 3 Units

PRE-REQUISITE: MarkMan

COURSE DESCRIPTION: 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, Commercial Due Diligence for financial providers and companies involved in acquisitions and mergers).

COURSE CODE: Elective

COURSE TITLE: International Marketing

CREDIT: 3 Units

PRE-REQUISITE: MarkMan

COURSE DESCRIPTION: 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.

COURSE CODE: Elective

COURSE TITLE: E-Commerce and Internet Marketing

CREDIT: 3 Units

PRE-REQUISITES: MarkMan, Advertising

COURSE DESCRIPTION: This course parallels the study of basic marketing and explore key marketing concepts in the context of today 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 students 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 students 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 e-strategy and web site.

COURSE CODE: Elective

COURSE TITLE: Consumer Behavior

CREDIT: 3 Units

PRE-REQUISITE: MarkMan

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

COURSE CODE: Elective

COURSE TITLE: Sales Management

CREDIT: 3 Units

PRE-REQUISITE: MarkMan

COURSE DESCRIPTION: This course relates to the principles of sales management functions. The subjects 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 highly competitive and technologically advanced marketing environment. The students 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 toward consumers and other sectors of society.

COURSE CODE: Elective

COURSE TITLE: Franchising

CREDIT: 3 Units

PRE-REQUISITE: MarkMan

COURSE DESCRIPTION: 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.

COURSE CODE: Elective

COURSE TITLE: Direct Marketing

CREDIT: 3 Units

PRE-REQUISITE: MarkMan

COURSE DESCRIPTION: This course deals with the expanded materials on the internet and other digital media and brand information on E-business ( including e-communication, 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 services, 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.

COURSE CODE: Elective

COURSE TITLE: Services Marketing Management

CREDIT: 3 Units

PRE-REQUISITE: MarkMan

COURSE DESCRIPTION: This course examines the need for marketing in services 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.

COURSE CODE: Elective

COURSE TITLE: Industrial/ Agricultural Marketing

CREDIT: 3 Units

PRE-REQUISITE: MarkMan

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

COURSE CODE: Elective

COURSE TITLE: Cooperative Marketing

CREDIT: 3 Units

PRE-REQUISITE: MarkMan

COURSE DESCRIPTION: 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 non farm cooperatives applications, the cooperatives 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.

COURSE CODE: Elective

COURSE TITLE: Environmental Marketing

CREDIT: 3 Units

PRE-REQUISITE: MarkMan

COURSE DESCRIPTION: 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 students sensitivity to different cultural, socio-economics and legal environment encountered in the international marketplace. The course uses readings, cases and a group projects.

COURSE CODE: Elective

COURSE TITLE: Strategic Marketing Management

CREDIT: 3 Units

PRE-REQUISITE: MarkMan

COURSE DESCRIPTION: 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.

## **VII. Internship**

COURSE CODE: Practicum

COURSE TITLE: Practicum/Work Integrated Learning

CREDIT: 6 units

PRE-REQUISITE: Graduating

COURSE DESCRIPTION: Internship engages students in their last year of study in real industry practices that will prepare them for their eventual jobs and careers in their chosen fields of expertise. Students are required to work full-time for an industry partner, rendering a minimum of 600 hours.

## **POLICY ON ADMISSION AND RETENTION**

### **RATIONALE**

In line with the school's mission to provide quality education, and producing globally competitive business professionals, the College of Business Administration will ensure that the quality objective shall be achieved, hence this policy.

### **CRITERIA FOR ADMISSION AND RETENTION**

#### *First Year*

Before one is accepted in the program, a student should have passed the college entrance examination.

#### *Second Year*

Before one is allowed to enroll courses for second year student, he or she should have passed and complied the prerequisites.

#### *Third Year*

To qualify to the major or field of specialization (marketing, finance and human resource development management), he or she shall pass the career pathing examination and satisfactorily passed the interview with the Dean/Department Chair of the College.

#### *Fourth Year*

The incoming fourth year student should have passed all the professional courses and successfully defended his/her thesis paper

### **REQUIREMENTS FOR GRADUATION**

To qualify for graduation in the Business Administration program, the student:

1. Must have satisfactorily passed all professional subjects and General Education courses.
2. Must have satisfactorily passed the Assessment Exam (SO).
3. Must have completed the 600 hours internship program.

### **TRANSFEREES**

1. Must present honorable dismissal, certificate of good moral character from the school last attended.
2. Must have passed the school entrance examination

### **PRE REQUISITES**

1. All students must observe the proper sequence of courses. Courses taken and completed without satisfying the pre-requisites will not be given credit.

### **EFFECTIVITY**

This criteria for Admission and Retention shall be implemented effective Academic Year 2018 -2019.

LPU-Batangas

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