

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
Effective S.Y 2011 – 2012

**COURSE DESCRIPTION OF MINOR BUSINESS EDUCATION AND
MAJOR/PROFESSIONAL SUBJECTS**

Basic Business Core Subjects

Accounting 1 & 2: Introduction to Accounting

Prerequisite: None

Credits: 6 units

Introduction to Accounting is a course that covers the fundamentals of accounting. Specifically, this course addresses accounting terminology, revenue, expenses, net income, the accounting equation, debits, credits, and balancing the accounting formula, the accounting structure, the accounting cycle, journals, ledgers, the trial balance and more. It also guides students to learn how to read financial statements properly, and how to grab meaningful information from the balance sheet, income statements and cash flow statements.

Mgmt 1: Principles of Management

Prerequisite: None

Credits: 3 units

This course provides instruction in principles of management that have general applicability to all types of enterprises; basic management philosophy and decision making; principles involved in planning, organizing, leading, and controlling; and recent concepts in management. This course is a thorough exploration that provides students with effective people-management skills that they can use immediately.

Mktg 1: Principles of Marketing

Prerequisite: None

Credits: 3 units

This course provides the basic concepts and methods of marketing. It provides a comprehensive study on the marketing variables, namely: product, price, place, and promotion.

Fin 1: Principles of Money, Credit and Banking

Prerequisite: None

Credits: 3 units

This course revolves around the money, credit and banking aspects in the Philippines. It is the pre-requisite subject for BSBM 2.

Eco 1: Introduction to Microeconomics Theory and Policy w/ Land Reform and Taxation

Prerequisite: None

Credits: 3 units

This course deals with the study of the behavior of individual economic units. It studies how industries and market operate and evolve, why they differ from one another, and how they are affected by government policies and global economic conditions. It specifically deals with the concepts of supply and demand in the market, consumer behavior, production and cost, and competition. It also presents a study on the basic principles of economics. The latter part of the course will be focused on Taxation, Land Reform and Comprehensive Agrarian reform.

TQM: Total Quality Management**Prerequisite:** None**Credits:** 3 units

The total quality management (TQM) course is a component of Quality Assurance that tries to integrate quality practices into every phase of production. This Quality Assurances course affects many industries, from creative design to manufacturing. The TQM course also covers tools that help to constantly evaluate and improve Quality Assurance within a production environment. It includes the concept/terminology of TQM, Vision and Reality-Bridging the Gap, Seeking Practical Feedback for supervisors and Continuing Improvement.

Business Education Core

Eco 2: Introduction to Macroeconomics**Prerequisite:** Econ. 1**Credits:** 3 units

This course deals with the study of the economy in the aggregate. It examines how economic agents as a whole respond to changes in the economic environment. It also studies how their actions feedback on the economy. It specifically deals with the study of Gross Domestic Product (GDP), GDP growth rate, Gross National Product, Inflation Rates, Unemployment rates, Aggregate supply and demand, Fiscal Policies and Money Supply determination.

Accounting 3 & 4: Partnership and Corporation**Prerequisite:** Accounting 1 and 2**Credits:** 6 units

This course is a continuation of Accounting 1 & 2 and covers accounting for corporations and partnerships. It also provides an introduction to managerial accounting. Accounting 1 & 2 is a prerequisite for taking this course.

Tax 1: Income Taxes**Prerequisite:** Basic Business Core Subjects**Credits:** 3 units

This introductory tax course is primarily concerned with income taxation. It involves basic principles and rules of the income tax system as they apply to individual, partnership, corporation and trust. The course emphasizes the concepts of filing requirements, the determination of and adjustments to gross income, personal and business deductions and business income. Some of the basic elements of corporate taxation will be introduced.

Tax 2: Business Taxes & Other Taxes

Prerequisite: Tax 1

Credits: 3 units

An in-depth study of corporate taxation. Topics include estate tax, donor's tax, value-added tax, other percentage taxes and tax administration and procedure (in national taxation). Tax 1 is a pre-requisite of this course.

Law 1: Obligations and Contracts

Prerequisite: None

Credits: 3 units

This unit includes the discussions of the basic principles in obligations and contracts formulation. Discussion will center more on laws included in business management.

Law 2: Law on Negotiable Instruments

Prerequisite: Law 1

Credits: 3 units

This course covers fundamentals of laws concerning the formation and the performance of contracts, sale of goods transactions, creation and the transfer of negotiable instruments, and selected transactions in real and personal property.

Major/Professional Subjects for Major in Human Resource Management and Development

BAHRD 1: Business & Professional Communication

Prerequisite: Basic Business Core Subjects

Credits: 3 units

This unit includes the principles and roles of business communication and the need for communication skills in global market. Emphasis on written communications such as standard and persuasive business letters memorandum, informational as well as analytic reports. Studies effective proposals, resumes, and other employment-related documents. Develop professional planning, organizing, and outlining skills as well as editing proficiency.

BAHRD 2: Administrative Office Management

Prerequisite: Basic Business Core Subjects

Credits: 3 units

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.

BAHRD 3: Labor Law and Legislation

Prerequisite: Basic Business Core Subjects

Credits: 3 units

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

BAHRD 4: Production & Operations Management

Prerequisite: Basic Business Core Subjects

Credits: 3 units

This course is a survey of the fundamental concepts of production & operations management, and the use of quantitative methods and computer application for forecasting, resource allocation, decision theory, capacity planning, project management, inventory management and quality assurance.

BAHRD 5: Recruitment and Selection

Prerequisite: Basic Business Core Subjects

Credits: 3 units

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

BAHRD 6: Human Behavior in Organization

Prerequisite: BAHRD 1 - BAHRD5

Credits: 3 units

This course studies the various types of organizational structures, both formal and informal, with special emphasis on the behavior of people within those structures. Topics include organizational communication, worker motivation, leadership, employee

attitudes, team dynamics, organizational change & cultural perspectives in the workplace.

BAHRD 7: Strategic Human Resource Management

Prerequisite: BAHRD 1 - BAHRD5

Credits: 3 units

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

BAHRD 8: Entrepreneurial Management

Prerequisite: BAHRD 1 to BAHRD 5

Credits: 3 units

The course aims to teach the approach of entrepreneurs used in identifying opportunity and creating new ventures; the analytical 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.

BAHRD 9: Training and Development

Prerequisite: BAHRD 1 - BAHRD5

Credits: 3 units

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

BAHRD 10: Compensation Administration

Prerequisite: BAHRD 1 - BAHRD5

Credits: 3 units

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

BAHRD 11: Labor Relations and Negotiations

Prerequisite: BAHRD 1 to BAHRD 5

Credits: 3 units

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

BAHRD 12: Marketing Management

Prerequisite: BAHRD 6 to BAHRD 11

Credits: 3 units

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

BAHRD 13: Practicum I (On-the-Job Training)

Prerequisite: BAHRD 6 to BAHRD 11

Credits: 5 units

A course of study designed especially for the supervised practical application of previously studied theory in a group setting. Done under the supervision of a faculty sponsor and coordinated with a business organization.

BAHRD 14: Special Topics in Human Resource Management

Prerequisite: BAHRD 6 to BAHRD 11

Credits: 3 units

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

BAHRD 15: Organizational Development

Prerequisite: BAHRD 6 to BAHRD 11

Credits: 3 units

The student will be given the general idea of what is involved in developing organizations to achieve its vision and mission, its philosophies and culture to ensure its competitiveness in a globalized economy. It will also cover topics such as principles and theories of organization development, performance management, culture and change management.

BAHRD 16: Practicum II (On-the-Job Training)

Prerequisite: BAHRD 13

Credits: 10 units

Interns are required to complete 500 hours of internship experience in conjunction with the designated internship coordinator. The internship experience will emphasize supervisory responsibilities whenever possible. This experience will be formulated by the faculty, the designated coordinator, the student, and an industry professional, a cooperative effort that helps to ensure the student's success. The internship will be augmented by written and oral reports, industry performance evaluations, and faculty oversight.

BAHRD 17: Project I (Feasibility Study)

Prerequisite: BAHRD 12 to BAHRD 15

Credits: 5 units

This unit involves the preparation of a feasibility study on developing a business enterprise – sole proprietorship, partnership or corporation.

Ethics: Business Ethics and Corporate Social Responsibility

Prerequisite: Introduction to Philosophy with Logic & Critical Thinking

Credits: 3 units

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.

Major/Professional Subjects for Major in Marketing Management

BAMM 1: Business & Professional Communication

Prerequisite: Basic Business Core Subjects

Credits: 3 units

This unit includes the principles and roles of business communication and the need for communication skills in global market. Emphasis on written communications such as standard and persuasive business letters memorandum, informational as well as analytic reports. Studies effective proposals, resumes, and other employment-related documents. Develop professional planning, organizing, and outlining skills as well as editing proficiency.

BAMM 2: Professional Salesmanship

Prerequisite: Basic Business Core Subjects

Credits: 3 units

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.

BAMM 3: Distribution Management

Prerequisite: Basic Business Core Subjects

Credits: 3 units

The course covers the principles and functions of distribution management, the roles of marketing channels and physical distribution in the marketing system, the cost implications of management decisions involving distribution. The course aims to

crystallize student's understanding of distribution cost analysis through their involvement in exercises and actual projects in the area of distribution management.

BAMM 4: Product Management

Prerequisite: Basic Business Core Subjects

Credits: 3 units

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.

BAMM 5: E-Commerce and Internet Marketing

Prerequisite: Basic Business Core Subjects

Credits: 3 units

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

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

BAMM 6: Human Behavior in Organizations

Prerequisite: BAMM 1 – BAMM 5

Credits: 3 units

This course studies the various types of organizational structures, both formal and informal, with special emphasis on the behavior of people within those structures. Topics include organizational communication, worker motivation, leadership, employee attitudes, team dynamics, organizational change & cultural perspectives in the workplace.

BAMM 7: Strategic Marketing Management

Prerequisite: BAMM 1 – BAMM 5

Credits: 3 units

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.

BAMM 8: Entrepreneurial Management

Prerequisite: BAMM 1 to BAMM 5

Credits: 3 units

The course aims to teach the approach of entrepreneurs used in identifying opportunity and creating new ventures; the analytical 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.

BAMM 9: Consumer Behavior

Prerequisite: BAMM 1 to BAMM 5

Credits: 3 units

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

BAMM 10: Retail Management

Prerequisite: BAMM 1 to BAMM 5

Credits: 3 units

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.

BAMM 11: Marketing Research

Prerequisite: BAMM 1 to BAMM 5

Credits: 3 units

This course that deals with the study of the planning, collection and analysis of data relevant to marketing decision making and communicating the results of this analysis to management. It further deals with the function which the consumer, customer and public to the marketer through information that is used to identify and define marketing opportunities and problems; generate, refine and evaluate marketing actions; monitor marketing performance and improve understanding of marketing as a process.

BAMM 12: Marketing Management

Prerequisite: BAMM 6 to BAMM 11

Credits: 3 units

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

BAMM 13: Practicum I (On-the-Job Training)

Prerequisite: BAMM 6 to BAMM 11

Credits: 5 units

A course of study designed especially for the supervised practical application of previously studied theory in a group setting. Done under the supervision of a faculty sponsor and coordinated with a business organization.

BAMM 14: Special Topics in Marketing Management

Prerequisite: BAMM 6 to BAMM 11

Credits: 3 units

Discussion and evaluation of significant trends and updates in the field of marketing management.

BAMM 15: Advertising

Prerequisite: BAMM 6 to BAMM 11

Credits: 3 units

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

BAMM 16: Practicum II (On-the-Job Training)

Prerequisite: BAMM 13

Credits: 10 units

Interns are required to complete 500 hours of internship experience in conjunction with the designated internship coordinator. The internship experience will emphasize supervisory responsibilities whenever possible. This experience will be formulated by the faculty, the designated coordinator, the student, and an industry professional, a cooperative effort that helps to ensure the student's success. The internship will be augmented by written and oral reports, industry performance evaluations, and faculty oversight.

BAMM 17: Project I (Feasibility Study)

Prerequisite: BAMM 12 to BAMM 15

Credits: 5 units

This unit involves the preparation of a feasibility study on developing a business enterprise – sole proprietorship, partnership or corporation.

Ethics: Business Ethics and Corporate Social Responsibility

Prerequisite: Introduction to Philosophy with Logic & Critical Thinking

Credits: 3 units

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.

Major/Professional Subjects for Major in Financial Management

BAFM 1: Business & Professional Communication

Prerequisite: Basic Business Core Subjects

Credits: 3 units

This unit includes the principles and roles of business communication and the need for communication skills in global market. Emphasis on written communications such as standard and persuasive business letters memorandum, informational as well as analytic reports. Studies effective proposals, resumes, and other employment-related documents. Develop professional planning, organizing, and outlining skills as well as editing proficiency.

BAFM 2: Financial Management

Prerequisite: Basic Business Core Subjects

Credits: 3 units

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

BAFM 3: Financial Analysis and Reporting

Prerequisite: Basic Business Core Subjects

Credits: 3 units

This course deals with solving common financial problems. The primary focus is on equity (share) valuation, with some attention given to credit analysis and the valuation of debt. The methods of fundamental analysis will be examined in detail and applied in cases

and projects involving listed companies. Topics include models of shareholder value and a comparison of accounting and discounted cash flow approaches to valuation, methods of financial statement analysis, testing the quality of financial reports, designing value-added

metrics, forecasting earnings and cash flows, pro-forma analysis for strategy and planning, and the determination of price/earnings and market-to-book ratios.

BAFM 4: Banking and Financial Institutions

Prerequisite: Basic Business Core Subjects

Credits: 3 units

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.

BAFM 5: Monetary Policy and Central Banking

Prerequisite: Basic Business Core Subjects

Credits: 3 units

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

- Financial services industry; Origins of banks; Why is the financial industry special; Banking and financial regulation; Risks in financial intermediation.

- Money creation and central banking; Multiple deposit creation; Demand and supply for money and reserves; Deposit creation by banks and the role of a central bank; Instruments of monetary policy

- Operation of the monetary board

Policies

Part 2: Central Banking

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

BAFM 6: Human Behavior in Organizations

Prerequisite: BAFM 1 – BAFM 5

Credits: 3 units

This course studies the various types of organizational structures, both formal and informal, with special emphasis on the behavior of people within those structures. Topics include organizational communication, worker motivation, leadership, employee attitudes, team dynamics, organizational change & cultural perspectives in the workplace.

BAFM 7: Strategic Financial Management

Prerequisite: BAFM 1 – BAFM 5

Credits: 3 units

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

BAFM 8: Entrepreneurial Management

Prerequisite: BAFM 1 to BAFM 5

Credits: 3 units

The course aims to teach the approach of entrepreneurs used in identifying opportunity and creating new ventures; the analytical 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.

BAFM 9: Investment and Portfolio Management

Prerequisite: BAFM 1 to BAFM 5

Credits: 3 units

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

BAFM 10: Credit and Collection

Prerequisite: BAFM 1 to BAFM 5

Credits: 3 units

This course covers techniques of establishing the credit, obtaining and checking information, servicing the loan, billing and collecting the amount due. Each of a bank's installment credit operation is carefully scrutinized. After successfully completing this course the student should have a working knowledge of: Collection policies and procedure; Principles of credit evaluation; Open-end credit; Direct lending; Leasing of consumer goods; Indirect lending; Legal aspects of instalment credit; Organizing and managing an installment loan department.

BAFM 11: Capital Markets

Prerequisite: BAFM 1 to BAFM 5

Credits: 3 units

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.

BAFM 12: Global Finance with E-Banking

Prerequisite: BAFM 6 to BAFM 11

Credits: 3 units

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

BAFM 13: Practicum I (On-the-Job Training)**Prerequisite:** BAFM 6 to BAFM 11**Credits:** 8 units

A course of study designed especially for the supervised practical application of previously studied theory in a group setting. Done under the supervision of a faculty sponsor and coordinated with a business organization.

BAFM 14: Financial Controllership**Prerequisite:** BAFM 6 to BAFM 11**Credits:** 3 units

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

BAFM 15: Public Finance**Prerequisite:** BAFM 6 to BAFM 11**Credits:** 3 units

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

BAFM 16: Practicum II (On-the-Job Training)**Prerequisite:** BAFM 13**Credits:** 10 units

Interns are required to complete 500 hours of internship experience in conjunction with the designated internship coordinator. The internship experience will emphasize supervisory responsibilities whenever possible. This experience will be formulated by the faculty, the designated coordinator, the student, and an industry professional, a cooperative effort that helps to ensure the student's success. The internship will be augmented by written and oral reports, industry performance evaluations, and faculty oversight.

BAFM 17: Project I (Feasibility Study)**Prerequisite:** BAFM 12 to BAFM 14**Credits:** 5 units

This unit involves the preparation of a feasibility study on developing a business enterprise – sole proprietorship, partnership or corporation.

Ethics: Business Ethics and Corporate Social Responsibility**Prerequisite:** Introduction to Philosophy with Logic & Critical Thinking

Credits: 3 units

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 DESCRIPTION OF GENERAL EDUCATION SUBJECTS

ENGLISH**Engl. 1: Study and Thinking Skills**

This course aims at developing habits of thinking, listening, reading and writing skills. Emphasis is laid on mastering of basic grammatical structure in English.

Engl. 2: Writing in the Discipline

This course aims to reinforce and broaden the students' listening, speaking, reading and writing skills. It deals with the forms of oral communication, building word power, sentences construction, paragraph composition writing and preparing a term paper.

Engl. 3: Speech and Oral Communication

This course provides for the improvement of skills needed in oral interchange between people. It includes a study of the mechanics of oral communication and public speaking, the principles underlying the performance of each form and great deal of opportunity for intensive practice.

Engl. 4: Literature I

The literature of the Philippines should focus on the literatures of the regions of the Philippines, whether in native or foreign languages from the beginning of Philippine history to the present. Care should be taken to ensure adequate attention to literary texts and authors outside the National capital Region.

Engl. 5: Literature II

The continued study of literary forms or genres, exemplified this time by selected literary texts from various countries, written during different historical periods.

FILIPINO

Fil. 1: Komunikasyon sa Akademikong Filipino

Ang Filipino 1 ay isang metalinggwistik na pag-aaral sa gamit ng akademikong Filipino sa iba't ibang sitwasyon at larangan. Sa paraang interdisiplinaryo at interaktibo, inaasahang mauunawaan at malilinig sa mga studyante ang mga kailangang kaalaman at kasanayan sa paggamit ng Filipino sa lalong mataas na edukasyon.

Fil. 2: Pagbasa at Pagsulat tungo sa Pananaliksik

Nagbibigay ng fokus ang kusong ito sa pagbasa at pagsulat bilang instrumento sa pagkatuto. Pag-aaralan dito ang mga estratehiya sa kritikal na pagbasa ng iba't ibang genre ng mga tekstong nakasulat. Idedebelop din ang mga kasanayan sa pag-unawa lalo na ang kasanayan sa pagsulat ng iba' ibang akademiko. Magiging batayang paksa ang ukol sa Humanidades, Agham Panlipunan at Agham Teknolohiya.

MATHEMATICS**Math 2a: College Algebra**

Mathematics is a set of procedure of thinking. College Algebra deals on signed numbers, definitions, theorems, and methods of elementary algebra. It aims primarily to strengthen and maintain previously learned skill foundation laid in the high school years and enabling the students to be better prepared for more high standard kind of algebra.

Math 3a: Business Statistics

Analyzes both qualitative and quantitative data for the purpose of solving business-related problems. Topics include measures of central tendency, dispersion, and skewness, probability distributions, sampling distributions, estimation, hypotheses testing, and regression and correction.

Math 4a: Mathematics of Investment

This course provides a comprehensive study of the basic concepts of investment mathematics, which includes interest earnings, annuities, amortization and sinking funds and bonds.

NATURAL SCIENCES**Nat. Sci. 1: Introduction to Physical Science**

An introductory course designed to allow students to explore the basic concepts of physical science. Students will be introduced to the history and nature of science. The course includes an introduction to the fundamental concepts of physics, chemistry, and earth science with environmental management. Students will be encouraged to explore the relationship between science and everyday life.

Nat. Sci. 2: Introduction to Biological Science

This course deals with the structural and physiological principles of the plants and animal cells. The different organs and systems found in the plants and animals will be covered. The introduction to chemistry will be incorporated in the different topics.

SOCIAL SCIENCES

Econ. 1: Introduction to Microeconomic Theory and Policy w/ Land Reform and Taxation

This course deals with the study of the behavior of individual economic units. It studies how industries and markets operate and evolve, why they differ from one another, and how they are affected by government policies and global economic conditions. It specifically deals with the concepts of supply and demand in the market, consumer behavior, production and cost, and competition. It also presents a study on the basic principles of economics. The latter part of the course will be focused on Taxation, Land Reform and Comprehensive Agrarian reform.

Econ. 2: Macroeconomics

This course deals with the study of the economy in the aggregate. It examines how economic agents as a whole respond to changes in the economic environment. It also studies how their actions feedback on the economy. It specifically deals with the study of Gross Domestic Product (GDP), GDP growth rate, Gross National Product, Inflation Rates, Unemployment rates, Aggregate supply and demand, Fiscal Policies and Money Supply determination.

Hist. 3b: Philippine History

This course deals with the history and government of the Philippines that serves as the guiding charter of the present Philippine government as well as the concerned individuals embodied in it. It reveals not only the kind of leadership, the political experience, the socio-moral values and the cultural heritage that we have, but also the aspirations and details of our country. The details on the history of our country can be shown ancient to present.

Hum. 1: Introduction to Music and Art Appreciation

This course highlights the visual arts, music and dance, literature drama and the film as special friends of the humanities. It also presents to the students the importance of the human being, his thoughts, and feelings, and how he expresses those feelings and emotions through the manifestation of the arts. It also makes the students aware of the importance of arts and its vital role to one's life. Hence, this course aims to enable students and teachers to plan creative activities and to project individual lifestyle.

Philo 1: Introduction to Philosophy and Logic

This course is designed to introduce students to the basic concepts of logic, and the applications used. It discusses the nature, functions and applications of reasoning, the uses of daily language,

Pol. Sci. 1d: Politics and Governance w/ Philippine Constitution

This course deals with the systematic and comprehensive study of the government, state and the constitution of the Philippines. Primarily it is concerned with how the government operates and its functions to the growth and development of not only the government but also the society in general. A systematic comprehensive careful study of the course makes one aware of the definition and limitation of the power vested in the government and the rights of the people with in the state. Furthermore, it enhances nationalistic feeling and cooperation of the people. Knowing the different principles that govern each public affairs and relations help the students realize and feel that they need to take stand in the development of Philippine Society.

Psycho. 1: General Psychology w/ DE and AIDS Education

It is a three unit course which deals with the study human behavior. It is particularly focused on the what, why and how of human behavior. Drug Education and prevention has been incorporated in the subject matter. Practical applications of the different learning experiences conducted with the students.

Socio. 1a: Society and Culture w/ FP

This course deals with the Philippine Value System and motivations that help explain people's characteristics, traits and behavior. It includes the family, its role, forms structure and Family Planning methods to help students understand how Sociology shapes the society of the future.

Rizal: Life, Works and Writings of Rizal

The course deals with the life, works and writings of Dr. Jose Protacio Mercado Rizal. It aims to present to the students the different attribute that made him acclaimed, " Great Malayan". It presents the richness of Rizal's thought and teaching which are his living legacies to the human race. The course further aims to let the students see themselves in Rizal's life they may realize the essence of their being a Filipino and that their national consciousness be awakened and help the Philippine attain greater heights. It is within the aim of this course that these young citizens develop in them a perspective and horizons patterned with that of Rizal that is worth emulating.

COMPUTER**Comp. 1: Basic Computer**

The course deals with the fundamental concepts of computer. It consists of the introduction to data processing, history of computers and facts about computer developments. It will also cover partly some concepts on word processing and introduces the Turbo Basic language

PHYSICAL EDUCATION**PE 1: Physical Fitness**

This course includes instruction and practice of alignment positions, facing, posture and gymnastic free hand and other physical fitness exercise and skills.

PE 2: Rhythmic Activities

It includes steps, movements and music related to dance particularly social dances, foreign dances and also the Philippine Folk Dances. These social dances when learned by the students foster camaraderie and sociability among the different members of the society. Learning the foreign folk dances also teach the culture of their foreign brothers. On the other hand, students learning the Philippine folk dances develop patriotism and it also preserves the culture of the early Filipinos. These dances aim to keep individual's suppleness and develop coordination, flexibility and to keep the body graceful.

PE 3: Individual and Dual Sports

Practice in fundamental skills and study rules in Badminton, Table Tennis and other Individual and Dual Sports.

PE 4: Team Sports

This course deals on team sports or events competed or contested among groups or teams.

NATIONAL SERVICE TRAINING PROGRAM

NSTP 1: National Service Training Program

The Civic Welfare Training Service (CWTS) is one of the three components of the National Service Training Program (NSTP). NSTP is a program aimed at enhancing civic consciousness and defense preparedness in the youth. It is attained by developing the ethics of service and patriotism specifically designed to enhance the youth's active contribution to the general welfare. CWTS 1 is designed to train, encourage and help students to plan, implement and evaluate community projects and activities. This will contribute to the general welfare and betterment of the life of community members that will lead to community development. It is intended for improving health, education, safety, livelihood, environment, entrepreneurship, arts, recreation, morals of the citizenry and other social welfare services.

NSTP 2: National Service Training Program

The Civic Welfare Training Service (CWTS) is one of the three components of the National Service Training Program (NSTP). NSTP is a program aimed at enhancing civic consciousness and defense preparedness in the youth. It is attained by developing the ethics of service and patriotism specifically designed to enhance the youth's active contribution to the general welfare. CWTS 2 is a continuation of CWTS 1 designed to train, encourage and help students to organize, plan, implement and evaluate community projects and activities. This will contribute to the general welfare and betterment of the life of community members that will lead to community development. It is intended for improving health, education, safety, livelihood, environment, entrepreneurship, arts, recreation, morals of the citizenry and other social welfare services.

BIBLE

Bible 1: Christian Foundation

This course introduces a brief study of the Old Testament books, the power of the Bible writing as applied in one's life, the social behavior of man or influences of a group or individual, which affects his personality, leadership, group participation, attitudes and prejudices. It is an analysis of religion as an important institution of society with the emphasis of the life, person and ministry of the Lord Jesus Christ.

Bible 2: Christian Life and Ethics

This course is a general approach of the study of social religious process in the dynamics of the social system with emphasis of the basic guidelines in social and religious living in a social organization based on scriptural principles. It also introduces the basic knowledge of love, selection and marriage preparation components of marital adjustments, parenting and marital problems.