

**LORMA COLLEGES**  
**BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT**  
**Effective S.Y 2011-2012**

*COURSE DESCRIPTION OF MINOR BUSINESS EDUCATION AND  
MAJOR/PROFESSIONAL SUBJECTS*  
**Minor Business Education 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.

**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.

**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.

**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.

**Tax 1: Income Taxes**

**Prerequisite:** Finance1, Management 1, Marketing 1 and Tax 1

**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 2

**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:** Finance1, Management 1 and Marketing 1

**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 2

**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**

### **BSBM 1: Business & Professional Communication**

**Prerequisite:** Basic Business Core and Business Education Core

**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.

### **BSBM 2: Financial Management**

**Prerequisite:** Basic Business Core and Business Education Core

**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.

### **BSBM 3: Human Resource Management & Development**

**Prerequisite:** Basic Business Core and Business Education Core

**Credits:** 3 units

A complete introduction to business responsibilities in the area of human resources. Discussion subjects include laws, human resource planning, recruitment, selection, performance appraisal, training, pay systems, health & safety, wellness, unions, discipline, and modern changes in the workplace.

#### **BSBM 4: Production & Operations Management**

**Prerequisite:** Basic Business Core and Business Education Core

**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.

#### **BSBM 5: E-Commerce and Internet Marketing**

**Prerequisite:** Basic Business Core and Business Education Core

**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 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 website. The student will be exposed to the development and evaluation of a strategic marketing plan for a product or product mix offering on the internet and development of the company's e-strategy and website.

#### **BSBM 6: Human Behavior in Organizations**

**Prerequisite:** BSBM 1 to BSBM 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.

#### **BSBM 7: Business Policy and Strategic Management**

**Prerequisite:** BSBM 1 to 5

**Credits:** 3 units

This course involves discussion on strategic management, strategic decision making processes, strategic business challenges and leadership, integration of organization's functional areas, policy formulation and implementation.

### **BSBM 8: Entrepreneurial Management**

**Prerequisite:** BSBM 1 to 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.

### **BSBM 9: Consumer Behavior**

**Prerequisite:** BSBM 1 to 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.

### **BSBM 10: Sales, Bailment and Agency**

**Prerequisite:** BSBM 1 to 5

**Credits:** 3 units

This course involves the principles of sales, bailment and agency.

### **BSBM 11: Financial Controllership**

**Prerequisite:** BSBM 1 to 5

**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.

### **BSBM 12: Business Leadership in the 21<sup>st</sup> Century**

**Prerequisite:** BSBM 6 to 11

**Credits:** 3 units

Leadership development involves reflecting on one's own experiences. This course is comprehensive, scholarly, stimulating, entertaining and relevant for anyone who wishes

to better understand the dynamics of leadership and to improve his or her own personal performance. The course also focuses on how values impact the leadership process in general.

### **BSBM 13: Project I (Company Study)**

**Prerequisite:** BSBM 6 to 11

**Credits:** 5 units

This unit involves discussion of the basics in the preparation of a business research especially in corporate strategy - company study.

### **BSBM 14: Advertising**

**Prerequisite:** BSBM 6 to 11

**Credits:** 3 units

This course aims to provide through 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.

### **BSBM 15: Organizational Development**

**Prerequisite:** BSBM 6 to 11

**Credits:** 3 units

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

### **BSBM 16: Practicum I (On-the-Job Training)**

**Prerequisite:** BSBM 12 to 15

**Credits:** 10 units

Supervised and educationally directed on the job training. Weekly lectures will relate on OJT experiences with academic program.

### **BSBM 17: Project II (Feasibility Study)**

**Prerequisite:** BSBM 13

**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:*** BSBM 12 to 15

***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.

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