



Institute of Accounts, Business, and Finance
Far Eastern University

www.feu.edu.ph



BACHELOR OF SCIENCE IN
Business
Administration
PROGRAM VIEWBOOK

The university practically began life as the Institute of Accountancy that initially offered a three-year program designed to meet the minimum requirements for the certified public accountant examination.

Far Eastern University started out as a dream, born virtually out of its founder's head, Dr. Nicanor Reyes, in 1928 with the help of a reputed group of educators from the Department of Economics in University of the Philippines.

The university practically began life as the Institute of Accountancy that initially offered a three-year program designed to meet the minimum requirements for the certified public accountant examination.

In order to respond to the needs of the times, the Institute soon branched out to other fields of study. A year after, it became the Institute of Accounts, Business and Finance (IABF).

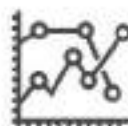




Bachelor of Science in Business Administration

The Bachelor of Science in Business Administration is designed on a simple but revolutionary premise that the most effective way to facilitate and develop successful business leaders as to any management employment track positions, entrepreneurial ventures and/or other graduate business educational programs is to provide the flexibility and depth that allow each student to pursue a curriculum that develops and cultivates the 21st century skills. Students can choose to specialize in any of five business tracks offered.

Specialized Tracks



Business Analytics



Entrepreneurial Management



Financial Management



Leadership & Human Capital Management



Marketing Management

Why choose the BSBA Program?

FEU-IABF Business Administration (BA) Program acknowledges the ever changing educational and business landscapes. The BSBA program is one to address the needs of the industry and the society as whole for **Agile professionals**, **Social entrepreneurs**, **Problem solvers**, **Information experts**, **Responsible citizens** and **Effective communicators**. It is imperative that our graduates are well-rounded individuals and able to thrive in dynamic work environments that continue to evolve with emerging technologies.



Level IV Accreditation Status

Philippine Association of Colleges and Universities
Commission on Accreditation (PACUCOA)

Center of Development

Commission on Higher Education

Agile professionals
Social entrepreneurs
Problem solvers
Information experts
Responsible citizens
Effective communicators

We at IABF-BA recognize the need to equip and empower our students to become what they **A.S.P.I.R.E.** to be in their chosen career path. The BA curriculum is designed to enhance multiple skill sets of our business students in the various disciplines of business analytics, entrepreneurial management, finance, human capital management, and marketing.

We are global. We are A.S.P.I.R.E!



Five Specialized Tracks



BUSINESS ADMINISTRATION

Business Analytics

The Business Analytics track will prepare you in the mathematical disciplines of data analysis and optimization to think critically about data and use data in meaningful ways.

The program is designed to build your capabilities in technical, analytical, and operational areas that can be used to advance a firm's position in the global market. The track is conducted over a technology aided learning platform designed to sharpen core data analysis and management skills as you hone your expertise in data structures, data analysis, and data interpretation.

Moreover, the track will prepare you to become Microsoft Office Specialist in MS Excel and SAP Certified Associate.

168
CREDIT HOURS

	1st Semester	2nd Semester
First Year	23.5	23.5
Second Year	22.5	22.5
Third Year	20.5	18.5
Fourth Year	16.5	7.5

I

Business Administration Courses

Strategic Cost Management
Financial Accounting and Reporting
Cost Accounting and Control with SAP
Fundamentals of Business Analytics with Spreadsheet
Microeconomics
Business Statistical Analysis with Software Application
Macroeconomics
Management Science
Leadership and Decision Making

International Business and Trade
Business Plan 1 (Feasibility Study)
Business Plan 2 (Business Research)
Corporate Finance
Law on Obligations and Contracts
Organizational Behavior
Human Resource Management
Marketing Management
Good Governance and Social Responsibility
Income Taxation

63
UNITS

II

Professional Major Courses Specialized Track

Business Calculus
Descriptive Analytics with R
Predictive Analytics
Enterprise Resource Planning Systems
Business Process in Organization
Prescriptive Analytics
Data Mining and Warehousing
Special Topics in Business Analytics
Business Analytics Internship

III

Elective Choices

Accounting Analytics
Big Data Techniques and Technologies
Human Resource Analytics for Business Decisions
Information Systems Analysis and Design
Management of Information System
Marketing Analytics
Mining Web Data for Business Insights
Operations Analytics
Search Engine Optimization and Analytics
Seminars in Business Analytics
Social Media Network Analysis
The Economics of Information: Strategy, Structure and Pricing

24
UNITS

12
UNITS

I

General Education Wellness and Recreation Program National Service Training Program

Understanding the Self
Readings in Philippine History
The Filipino in the Contemporary World
Mathematics in the Modern World
Purposeful Communication
Art Appreciation
Science, Technology and Society
Applied Ethics in Contemporary Times
Scholarly Inquiry
Speech Communication
College Academic Skills in English (CASE)
Wika, Kultura at Lipunan
Rotarika at Paritikan ng Pilipinas
Pag-asal ng Wika at Kulturang Rehiyonal
The Life and Works of Rizal
Wellness and Recreation Program 1- 8
National Service Training Program 1- 2

63
UNITS

II

Core Business Courses Management Education Courses

Production and Operations Management
Strategic Management

6
UNITS



BUSINESS ADMINISTRATION

Entrepreneurial Management

The Entrepreneurial Management track is designed for undergraduate students exhibiting high entrepreneurial potential and interest in developing an early foundation for understanding entrepreneurship.

The program will provide students broad intellectual and practical skills and a demonstrated ability to apply knowledge using skills such as creativity, critical thinking, communication and collaboration to prepare a business plan and translate their innovative ideas into action. It will provide/afford the students hands-on experience in running a business.

168
CREDIT HOURS

	1st Semester	2nd Semester
First Year	23.5	23.5
Second Year	22.5	22.5
Third Year	30.5	19.5
Fourth Year	16.5	7.5

III

63
CREDIT HOURS

Business Administration Courses

Strategic Cost Management
Financial Accounting and Reporting
Cost Accounting and Control with SAP
Fundamentals of Business Analytics with Spreadsheet
Microeconomics
Business Statistical Analysis with Software Application
Macroeconomics
Management Science
Leadership and Decision Making

International Business and Trade
Business Plan 1 (Feasibility Study)
Business Plan 2 (Business Research)
Corporate Finance
Law on Obligations and Contracts
Organizational Behavior
Human Resource Management
Marketing Management
Good Governance and Social Responsibility
Income Taxation

IV

24
CREDIT HOURS

Professional Major Courses Specialized Track

The Entrepreneurial Ecosystem in the Philippines and ASEAN
New Venture Creation
New Product Development
Enterprise Resource Planning
Innovation and Productivity
Supply Chain and Logistics Management
Corporate Entrepreneurship and Business Model Evaluation
Special Topics in Management

V

12
CREDIT HOURS

Elective Choices

Consultative Management for Business Function Professionals
Crisis Management and Communication
Entrepreneurship and Global Capitalism
Multinational Corporate Strategies
Project Management
Seminars in Entrepreneurial Management
Social Entrepreneurship
Strategic Information Systems Management
Leadership and Management Development
Electronic Commerce

I

63
CREDIT HOURS

General Education Wellness and Recreation Program National Service Training Program

Understanding the Self
Readings in Philippine History
The Filipino in the Contemporary World
Mathematics in the Modern World
Purposeful Communication
Art Appreciation
Science, Technology and Society
Applied Ethics in Contemporary Times
Scholarly Inquiry
Speech Communication
College Academic Skills in English (CASE)
Wika, Kultura at Lipunan
Rotarika at Paritikan ng Pilipinas
Pag-asa! ng Wika at Kulturang Rehiyonal
The Life and Works of Rizal
Wellness and Recreation Program 1- 8
National Service Training Program 1- 2

II

6
CREDIT HOURS

Core Business Courses Management Education Courses

Production and Operations Management
Strategic Management



BUSINESS ADMINISTRATION

Financial Management

The Financial Management track is an integrated program of courses and activities designed to expose the students to institutions and practices of the financial world.

The program grounds the students in the principles of finance theories and its applications to industry practice, technical and fundamental analytical skills encompassing international certification and accreditation. Moreover, it offer courses for which there is both a traditional undergraduate and sections leading globally recognize certifications such as Certified Financial Market Professional (CFMP), Accredited Financial Analysts (AFA), Associate Financial Planner (AFP), Chartered Institute for Security and Investment UK (CISI) among others.

168
CREDIT HOURS

	1st Semester	2nd Semester
First Year	23.0	23.0
Second Year	22.5	22.5
Third Year	20.5	19.5
Fourth Year	16.5	7.0

III

63
UNITS

Business Administration Courses

Strategic Cost Management
Financial Accounting and Reporting
Cost Accounting and Control with SAP
Fundamentals of Business Analytics with Spreadsheet
Microeconomics
Business Statistical Analysis with Software Application
Macroeconomics
Management Science
Leadership and Decision Making

International Business and Trade
Business Plan 1 (Feasibility Study)
Business Plan 2 (Business Research)
Corporate Finance
Law on Obligations and Contracts
Organizational Behavior
Human Resource Management
Marketing Management
Good Governance and Social Responsibility
Income Taxation

IV

24
UNITS

Professional Major Courses Specialized Track

Financial Analysis and Reporting
Banking and Financial Institutions
Investment Analysis and Portfolio Management
Monetary Policy and Central Banking
Financial Planning and Consulting
Credit, Collection and Compliance
Capital Markets
Special Topics in Finance
Financial Management Internship

V

12
UNITS

Elective Choices

Behavioral Finance
Financial Derivatives
Financial Programming and Database Management
Islamic Banking
Personal Finance and Wealth Management
Risk and Insurance
Seminars in Finance
Spreadsheet Financial Modelling
Technical Analysis for Investments
Valuation and Mergers & Acquisitions
Value Investing in Asia

I

63
UNITS

General Education Wellness and Recreation Program National Service Training Program

Understanding the Self
Readings in Philippine History
The Filipino in the Contemporary World
Mathematics in the Modern World
Purposeful Communication
Art Appreciation
Science, Technology and Society
Applied Ethics in Contemporary Times
Scholarly Inquiry
Speech Communication
College Academic Skills in English (CASE)
Wika, Kultura at Lipunan
Retorika at Paritikan ng Pilipinas
Pag-asal ng Wika at Kulturang Rehiyonal
The Life and Works of Rizal
Wellness and Recreation Program 1- 8
National Service Training Program 1- 2

II

6
UNITS

Core Business Courses Management Education Courses

Production and Operations Management
Strategic Management



BUSINESS ADMINISTRATION

Leadership & Human Capital Management

The Leadership and Human Capital Management (LHC) is a specialized track designed to provide students with key concepts, theories, and practices in leadership and human resource management.

It will help students develop people management skills to become human resource professionals who have the ability to deal with the complexities and challenges of managing today's human capital and create a sustained competitive advantage essential to modern business. The LHC track offers enhanced student learning experience through combination of classroom activities, case studies, education technology and industry immersion where students will be acquainted with human resource functions in partner organizations. Furthermore, the LHC track shall prepare students for global certifications such as Associate Human Resource Professional (AHRP) and Certified Human Resource Professional (CHRP).

168
CREDIT HOURS

	1st Semester	2nd Semester
First Year	33.5	33.5
Second Year	22.5	22.5
Third Year	20.5	18.0
Fourth Year	16.5	7.5

III

Business Administration Courses

Strategic Cost Management
Financial Accounting and Reporting
Cost Accounting and Control with SAP
Fundamentals of Business Analytics with Spreadsheet
Microeconomics
Business Statistical Analysis with Software Application
Macroeconomics
Management Science
Leadership and Decision Making

International Business and Trade
Business Plan 1 (Feasibility Study)
Business Plan 2 (Business Research)
Corporate Finance
Law on Obligations and Contracts
Organizational Behavior
Human Resource Management
Marketing Management
Good Governance and Social Responsibility
Income Taxation

63
UNITS

IV

Professional Major Courses Specialized Track

Administrative Professional Management
Human Resource Planning
Human Capital and Workforce Capability Development
Compensation and Benefits Administration
Labor Law and Legislation
Labor Relations and Negotiations
Organization Development
Special Topics in Human Resource Management
Leadership & Human Capital Management Internship

V

Elective Choices

Human Resource Analytics for Business Decisions
Career Planning and Management
Conflict Management and Resolution
Human Resource Information Systems
Leadership and Management Development
Leadership in Groups and Teams
Leading in the 21st Century
Managing Employee Relations
Negotiating and Bargaining
Performance Management Systems

24
UNITS

12
UNITS

I

General Education Wellness and Recreation Program National Service Training Program

Understanding the Self
Readings in Philippine History
The Filipino in the Contemporary World
Mathematics in the Modern World
Purposive Communication
Art Appreciation
Science, Technology and Society
Applied Ethics in Contemporary Times
Scholarly Inquiry
Speech Communication
College Academic Skills in English (CASE)
Wika, Kultura at Lipunan
Rotarika at Panitikan ng Pilipinas
Pag-asa! ng Wika at Kulturang Rehiyonal
The Life and Works of Rizal
Wellness and Recreation Program 1- 8
National Service Training Program 1- 2

63
UNITS

II

Core Business Courses Management Education Courses

Production and Operations Management
Strategic Management

6
UNITS

Marketing Management

The Marketing Management track is designed to equip you with skills, knowledge and practices for effective marketing and sales strategies through problem-based learning, real world projects and case studies that are linked to industry expectations.

The program combines core business studies and specialist marketing courses in graphics and multimedia marketing, digital marketing and marketing analytics. Moreover, the track prepares you to become Certified Marketing Professional (CMP®) and Certified Sales Professional (CSP®).

168
CREDIT HOURS

	1st Semester	2nd Semester
First Year	33.5	33.5
Second Year	22.5	22.5
Third Year	30.5	18.5
Fourth Year	16.5	7.5

III

63
UNITS

Business Administration Courses

Strategic Cost Management
Financial Accounting and Reporting
Cost Accounting and Control with SAP
Fundamentals of Business Analytics with Spreadsheet
Microeconomics
Business Statistical Analysis with Software Application
Macroeconomics
Management Science
Leadership and Decision Making

International Business and Trade
Business Plan 1 (Feasibility Study)
Business Plan 2 (Business Research)
Corporate Finance
Law on Obligations and Contracts
Organizational Behavior
Human Resource Management
Marketing Management
Good Governance and Social Responsibility
Income Taxation

IV

24
UNITS

Professional Major Courses Specialized Track

Market Research & Consumer Behavior
Professional Selling and Sales Management
Product & Brand Management
Retail Marketing
Professional Major Course 5: Pricing Models and Strategy
Professional Major Course 6: Marketing Channels
Advertising and Integrated Marketing Communications
Special Topics in Marketing
Marketing Management Internship

V

12
UNITS

Elective Choices

Clients Relationship Management
Digital Marketing with Photoshop
Electronic Commerce
Events Management
Game Theory and Strategic Analysis
Global Marketing
Introduction to Graphic Design and Multimedia Marketing
Marketing Analytics
Multimedia Content Writing in Marketing
New Product Development
Seminars in Marketing
Services Marketing
SME Marketing Strategy

I

63
UNITS

General Education Wellness and Recreation Program National Service Training Program

Understanding the Self
Readings in Philippine History
The Filipino in the Contemporary World
Mathematics in the Modern World
Purposeful Communication
Art Appreciation
Science, Technology and Society
Applied Ethics in Contemporary Times
Scholarly Inquiry
Speech Communication
College Academic Skills in English (CASE)
Wika, Kultura at Lipunan
Retorika at Panitikan ng Pilipinas
Pag-asal ng Wika at Kulturang Rehiyonal
The Life and Works of Rizal
Wellness and Recreation Program 1- 8
National Service Training Program 1- 2

II

6
UNITS

Core Business Courses Management Education Courses

Production and Operations Management
Strategic Management



INDUSTRY IMMERSION

Industry immersion activities are designed to supplement and reinforce student learning through direct exposure to various business sectors.



CERTIFICATION PROGRAMS

The BSBA program in collaboration with industry partners offers professional certification programs that provide the business students competitive advantage.



GLOBAL SUMMITS & COMPETITIONS

Business students are given opportunities to collaborate with industry partners and event sponsors to organize professional events. Equally important are the competitions where students can exhibit their intelligence and talents in the various fields of business.



CAREER PROSPECTS

ABS-CBN Corporation
Accenture Philippines
AIR ASIA Philippines
Animation Council of the Philippines
ASEANA Holdings, Inc.
Asia United Bank
Asian Development Bank
Atlas Consolidated Mining & Dev't. Corp.
Ayala Property Management Corp.
Bangko Sentral ng Pilipinas
Bank of the Philippine Islands
Benby Enterprises Inc.
Century Properties Group Inc.
China Banking Corporation
Cultural Center of the Philippines
Department of Health - HRD
DHL Philippines Corp.
DMCI Power Corp.
Emerson Electric Asia, LTD. ROHQ
Ernst & Young Global Services (Philippines) Inc.
EVENTSCAPE Manila
Factset Philippines, Inc.
Food Panda Philippines
Fortune General Insurance Corp.

French Chamber of Commerce and Industry in the Philippines, Inc.
Intellicare Solutions Inc.
Jobstreet.com Philippines, Inc.
Johnson & Johnson Philippines Inc
Kimberly-Clark Corporation PH
Landbank of the Philippines
Makati Development Corporation
Manila Water Company, Inc.
ManpowerGroup Philippines
Manulife Philippines
Maynilad Water Services Inc.
Megaworld Corporation
Metrobank Corporation
Nestle Philippines, Inc.
Nutri-Asia, Inc.
Omni Aviation Corporation
Our Lady of Lourdes Hospital - East Manila
Hospital Managers Corp.
Philippine Insurers and Reinsurers Association
Philippine National Bank
Philippine Overseas Employment Administration
Philippine Pizza, Incorporated
Philippines Savings Bank

Philstar Global Corp.
Philip Morris – Fortune Tobacco Company Inc.
Prestige Cars BMW
PWC Business Services PH Co. LTD.
Rustan Supercenters, Inc.
Samsung Electronics PH Corporation
Sanofi-Aventis (Philippines), Inc.
SAP Philippines, Inc.
Securities and Exchange Commission
SM Development Corporation
SM Investments Corporation
Smart Communications Inc.
SyCip Gorres Velayo & Co.
Thomson Reuters/Refinitiv
Tiger Resorts (Okada Manila)
Toyota Motor Philippines
UCPB General Insurance Co., Inc.
UnionBank of the Philippines
United Laboratories, Inc.
Universal Robina Corporation
US Embassy - Trade Department
USAID SURGE Project
World Wide Fund for Nature (WWF-Philippines)
Zuellig Pharmaceuticals Corporation

FINANCE & BANKING

Account Officer
Credit Analyst
Financial Analyst
Financial Planner
Investment Trader
Marketing Officer
Portfolio Manager
Regulatory Compliance Officer
Risk Manager
Treasury Associate

CONSULTING

Business Analyst
Business Strategist
Financial Advisory
HR Analyst
Management Consultant
Research Analyst

CONSUMER GOODS

Advertising Manager
Brand Manager
Content Specialist
Digital Media Specialist
Marketing Officer
Procurement Officer
R&D Manager
Sales Account Executive

INFORMATION, COMMUNICATIONS, & TECHNOLOGY

Business Development Manager
Corporate Communications
Data Analyst
E-Commerce Executive
Enterprise Sales Executive
Project Executive
Public Relations Officer
Web Marketing Manager

HUMAN CAPITAL MANAGEMENT

Compensation Specialist
HR Generalist
HR and Admin Officer
Recruitment Specialist
Training Associate

LOGISTICS, MANUFACTURING, & SUPPLY CHAIN

Business Intelligence Officer
Freight Specialist
Inventory Analyst
Logistics Specialist
Operations Assistant
Purchasing Associate

OTHER SECTORS

Aviation
Civil and Public Service
Education
Events & Hospitality
Healthcare and Pharmaceuticals
Insurance and Real Estate

CAREER PATH

testimonials



The Business Administration program of IABF envisions to produce future professionals who will respond to the needs of the global community.

With all the knowledge the instructors are imparting and activities the school is providing, I can say that we are indeed ready to chase our dreams. For me, the BA program will always be a significant part of my success!

Lady Justerinnie Santos

3rd Year Business Administration Student



FEU's BA program taught me that every class discussion is an opportunity to engage in a meaningful discourse. I used to think that marketing is nothing but selling and advertising products and services. Now, I see it in a completely different light; it's about nurturing big ideas, creating value for consumers, communicating with impact, and improving the bottomline.

The BA curriculum provided me with a deeper understanding of my chosen track. I learned skills and acquired competencies that will help me survive and thrive even in the most challenging business environments.

John Daniel Jose

2nd Year Business Administration Student
Marketing Management Track



It's not easy to be a BA student. In my case, I juggle academics and student leadership – something I never thought I am capable of. Yes, it is hard but it's what makes my college life fun and exciting.

More than acquiring knowledge and learning a set of skills that will help me achieve my dream of becoming an entrepreneur, my program exposed me to limitless opportunities that enabled me grow as a business student and as a person.

Clarisse Perez

2nd Year Business Administration Student
Entrepreneurial Management Track



In today's era of emerging financial markets and technology, FEU has equipped me with the skills, knowledge and competencies that I need to conquer the challenges in the corporate arena. The demand is always changing and FEU is ready to charge to make new avenues for effective learning that will produce competitive edges and distinct characteristics. From fundamentals to real-time market scenario applications, I was taught that being able to understand and interpret the disruptions in the financial markets is what will make me able to make an impact. Indeed, FEU is true to its words that a Tamaraw graduate will always embody the values of Fortitude, Excellence and Uprightness. FEU made me future-ready.

Alexander Gillian Avilanes

Class of 2016
Content Analyst – Mergers and Acquisitions
Content Operations and Managed Services – Deals
Refinitiv, the Financial & Risk business of Thomson Reuters



The BA Program of FEU IABF laid the foundations of my core competencies which I imbibed from its holistic and comprehensive approach in developing their students. The program provided me with broad knowledge in different areas such as accounting, marketing, operations, finance, and economics which catapulted me to where I am now. The skills I learned in the program made my job handy as an analyst and executive assistant to the CEO of a Makati-based company. Furthermore, as I intend to further my expertise in the field of finance in my Masters Degree, I attribute my success to FEU's BA program.

Emmanuel T. Flores

Class of 2018
Accounting Analyst & Executive Assistant to the CEO
Forecasting and Planning Technologies, Inc.



IABF's BA program helped me grow in so many ways - not just academically but also in terms of leadership. The program empowered us, students, to choose courses that match our passion and skills set - taught to not only absorb what we learn but also put it into practice. Getting this degree gave me a creative careerpath and limitless opportunities to grow as a professional and as an individual.

Margaret Salonga

Class of 2018
CEO, Enterprise Management Society (2018-2019)
Retail Associate, Amazon Operations Services Philippines, Inc.

testimonials

testimonials



"The Business Administration program will continue to create, innovate, and evolve with the fast-changing world. Our program significantly contributes real-world education with a commitment to produce business professionals who are lifelong learners. Our faculty members, office staff, and academic managers are put together to create a dynamic and competent team committed to continuously improve how business education is delivered."

Maria Carmen Lapuz

Program Head, Business Administration
Adviser, Junior Marketing Association



All the programs of the FEU Business Administration are primarily designed to adequately prepare and confidently secure the future of its stakeholders. As one of the faculty members of this University, I nurtured, witnessed and now affirm that our students have excelled in the field of business.

Helen Advincula

Faculty, Business Administration



Our Business Administration (BA) program provides students with a solid groundwork for a career in business. We have an academically rigorous curriculum that allows learners to incubate ideas, make incisive decisions, fuel innovation, and understand the dynamics of business in general. It transforms classrooms into practical business settings, modules into real-world problems and students into innovative, principled and insightful business leaders.

Gino Ray Garcia

Faculty, Business Administration
Awardee, 2018 Ten Outstanding Faculty of the Year
Adviser, Enterprise Management Society



Room 702 7th Floor, Accounts Business and Finance Building
Office Hours: M-F, 8:00AM-5:00PM
TEL: (02) 8849-4124; (02) 8849-4000 loc 295/246
EMAIL: iabf@feu.edu.ph
Institute of Accounts, Business, and Finance
Far Eastern University



BAspireOfficial