



# **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**





# PROGRAM OBJECTIVES

**The BSBA program aims for the following objectives:**

- Continuous curriculum enhancements to prepare graduates for dynamic and technology driven work environments.
- Commitment to experiential learning through highly competent faculty members and industry partnerships.
- Engagement to multiple forms of learning and assessment capitalizing on education technology.
- Promote business education that can translate seamlessly to industry demands and provide graduates with usable skills and utilitarian techniques for enterprise start-ups.
- Develop global awareness and civic and moral values with respect to the environmental, social, economic dimensions of sustainability.







## PROGRAM EXPECTED LEARNING OUTCOMES (PELO)

**Bachelor of Science in Business Administration (BSBA) learners are expected to achieve the following learning outcomes upon completing the program (please click each PELO for more information):**

### **Business professional orientation (BSBA-PELO01)**

Demonstrate foundational knowledge of accounting, business analytics, business law, economics, finance, management science, management and organizational behavior, and marketing in the application of concepts, theories, business models, and workplace ethics.

### **Critical thinking and decision-making skills (BSBA-PELO02)**

Evaluate business problems from the perspective of multiple business disciplines and propose appropriate and well justified solutions using proper technology, information and analytical tools.



### **Information literacy (BSBA-PELO03)**

Define business information needs, analyze sources of information, and significantly evaluate information that can be used in business situations where ethical and evidence-based practices are necessary in recommending appropriate courses of action.

### **Communication skills (BSBA-PELO04)**

Effectively communicate in a variety of domains including writing, speaking, listening, and reading in the context of business, and excellently defend recommendations to decision-makers based on proper evaluation and persuasive oral presentations.

### **Social interactions skills (BSBA-PELO05)**

Use appropriate interpersonal and group theory to work effectively by way of understanding and recognizing diversity, unique cultures, and interpersonal and group interactions to better inform, persuade, and influence others.

### **Social interactions skills (BSBA-PELO05)**

Demonstrate global awareness and commitment to civic engagement by applying business knowledge in creating and supporting higher standards of living and quality of life in communities while recognizing the environmental, technological, social, and economic sustainability framework.





# CAREER PATHWAYS

## Banking and Finance

- 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 Adviser
- HR Analyst
- Management Consultant
- Research Analyst

## Human Capital Management

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

## Commerce

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



## Information, Communications, and Technology

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

## Logistics, Manufacturing, and Supply Chain

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

## Other Sectors

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





## PROGRAM FEATURES

The first two years of all BSBA students contain the same courses that focus on theoretical and conceptual foundations of the major functional areas in business administration. The teaching and learning activities are composed of interactive discussions, individual and group case studies and presentations, lecture series by industry partners, and research on the latest developments in management theory and practice.

Each course is competently handled by professors with industry experience if not industry practitioners or entrepreneurs. In the third and fourth year of studies, student shall select a specialized track to undertake nine specialized professional courses and four elective courses in which student can freely select without limitations of their specialized track. The student will have greater flexibility to choose electives to match his or her professional interests and career plan, consistent with prevailing industry opportunities. There are six electives available.



These elective courses aim to increase engagement of students and increase opportunities to touch base with industry experts, mentors, and be industry certified through certifications, seminars, workshops, and training. These opportunities allow students to enhance their skills and competencies in their chosen field. BSBA improved alignment with the programs offered by partner universities abroad. The terminal semester will be devoted to 1800 hours of internship with FEU's prestigious industry partners, consisting of leading companies in the various industry sectors.

Beyond academics, students are also encouraged to develop self-care strategies and sense of social responsibility through the Wellness and Recreation Program (WRP) and the National Service Training Program (NSTP). NSTP courses expose learners to community and extension work while PathFIT provides various short courses designed to develop their physiological and psychosocial fitness and advocacy awareness.







## CURRICULUM

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 is to provide the flexibility and depth with a curriculum that develops and cultivates the 21st century skills for our learners.

The program's key features include an internationally-oriented business and management curriculum for its core courses, with opportunities to develop further expertise in a specific area through the three different specialization.



The curriculum has a total of 167 credits, of which 6 units are CHED required Business and Management Education courses. The Business Administration core courses are based on our Institutional and Program Outcomes that include 6 units for Business Planning, 18 units for Internship, and 51 units for business, accounting, and law courses. The required professional courses total 27 units and 6 units are for professional electives in various tracks. Also included are 39 units of General Education courses, 8 units of Physical Education, and 6 units of the National Service Training Program (NSTP).

## BSBA SPECIALIZATIONS

- ✓ Marketing Management
- ✓ Entrepreneurial Management
- ✓ Financial Management





# SUMMARY

Course Cluster	No. of Units
General Education	39
Physical Education	8
National Service Training Program	6
Business and Management Education (Core Courses)	6
Business Administration (Core Courses)	57
Business Administration (Professional Courses)	27
Internship	18
Elective	6
Total Units	167



# FIRST YEAR

## FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0121	Language Enhancement and Proficiency (LEAP)	3		
BAF1101	Introduction to Accounting and Finance	3		
BAF1102	Fundamentals of Business and Economics	3		
BAF1103	Principles of Leadership, Marketing, and Organizational Behavior	3		
BCM1101	Business Writing and Communications	3		
NST0101	National Service Training Program 1	3		
PFT0101	Physical Activities Towards Health and Fitness 1	2		
FLJ0101	FEU Learning Journey 1	0		
HMR0101	Homeroom 1	0		
	Total Units	20	0	

## SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0103	Mathematics in the Modern World	3		
GED0104	Science, Technology, and Society	3		
GED0116	Retorika	3		
GED0113	The Filipino in the Contemporary World	3		
BAEL01	Elective 1	3		
BDA1101	Data Management and Visualization	2	1	
MGT1105	Microeconomics	3		
NST0102	National Service Training Program 2	3		NST0101
PFT0102	Physical Activities Towards Health and Fitness 2	2		PFT0101
FLJ0102	FEU Learning Journey 2	0		FLJ0101
HMR0102	Homeroom 2	0		HMR0101
	Total Units	25	1	

## SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0106	Art Appreciation	3		
GED0122	Life and Works of Rizal	3		
	Total Units	6	0	



SECOND YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0107	Readings in Philippine History	3		
GED0114	Applied Ethics in Contemporary Times	3		
BAEL02	Elective 2	3		
IBL1101	Business Language Fundamentals	3		
BDA1102	Advanced Analytics and Predictive Modeling	2	1	BDA1101
MGT1111	International Business and Trade	3		
TAX1100	Income and Business Taxation	3		
PFT0103	Physical Activities Towards Health and Fitness 3	2		PFT0102
FLJ0103	FEU Learning Journey 3	0		FLJ0102
HMR0103	Homeroom 3	0		HMR0102
	Total Units	22	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0117	Culture, Society, Ideas, and Innovations (CSII)	3		
GED0124	Purposive Communication	3		
GED0123	Philippine Popular Culture and Discourses	3		
IBL1102	Business Language Fluency	3		IBL1101
SDG1101	Introduction to Sustainability and the SDGs	3		
LAW1101	Law on Obligations and Contracts	3		
MGT1106	Human Resource Management	3		
PFT0104	Physical Activities Towards Health and Fitness 4	2		PFT0103
FLJ0104	FEU Learning Journey 4	0		FLJ0103
HMR0104	Homeroom 4	0		HMR0103
	Total Units	23	0	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0110	Understanding the Self	3		
MGT1112	Good Governance and Social Responsibility	3		
SDG1102	Integrating SDGs into Business Strategy	3		SDG1101
	Total Units	9	0	



THIRD YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1113	Business Planning 1 (Feasibility Study)	3		MGT1110
BME1102	Strategic Management	3		
ENM1101	The Entrepreneurial Ecosystem in the Philippines and ASEAN	3		
ENM1109	New Venture Creation	3		
ENM1105	Innovation and Productivity	3		
ENM1104	Enterprise Resource Planning	2	1	
ENM1106	Supply Chain and Logistics Management	3		
FLJ0105	FEU Learning Journey 5	0		FLJ0104
HMR0105	Homeroom 5	0		HMR0104
	Total Units	20	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1114	Business Planning 2 (Business Research)	3		MGT1113
MKT1209	New Product Development	3		
ENM1107	Corporate Entrepreneurship and Business Model Evaluation	3		
ENM1108	Special Topics in Management	3		
ENM1207	Social Entrepreneurship	3		
BME1101	Production and Operations Management	3		
FLJ0106	FEU Learning Journey 6	0		FLJ0105
HMR0106	Homeroom 6	0		HMR0105
	Total Units	18	0	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1203	Student Apprenticeship Program (SAP) 1	6		BME1102
BCM1102	Negotiation and Conflict Management	3		BCM1101
	Total Units	9	0	



FOURTH YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1204	Student Apprenticeship Program (SAP) 2	6		MGT1203
FLJ0107	FEU Learning Journey 7	0		FLJ0106
HMR0107	Homeroom 7	0		HMR0106
	Total Units	6	0	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1205	Student Apprenticeship Program (SAP) 3	6		MGT1204
FLJ0108	FEU Learning Journey 8	0		
HMR0108	Homeroom 8	0		
	Total Units	6	0	

ELECTIVES

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1110	Marketing Management	3		
MGT1109	Corporate Finance	3		
BDA1103	Big Data Technologies and Applications	2	1	
BCM1103	Applied Business Communication Strategies	3		
IBL1103	Mastery in International Business Communication	3		
SDG1103	Real-World SDG Integration Project	3		



# FIRST YEAR

## FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0121	Language Enhancement and Proficiency (LEAP)	3		
BAF1101	Introduction to Accounting and Finance	3		
BAF1102	Fundamentals of Business and Economics	3		
BAF1103	Principles of Leadership, Marketing, and Organizational Behavior	3		
BCM1101	Business Writing and Communications	3		
NST0101	National Service Training Program 1	3		
PFT0101	Physical Activities Towards Health and Fitness 1	2		
FLJ0101	FEU Learning Journey 1	0		
HMR0101	Homeroom 1	0		
	Total Units	20	0	

## SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0103	Mathematics in the Modern World	3		
GED0104	Science, Technology, and Society	3		
GED0116	Retorika	3		
GED0113	The Filipino in the Contemporary World	3		
BAEL01	Elective 1	3		
BDA1101	Data Management and Visualization	2	1	
MGT1105	Microeconomics	3		
NST0102	National Service Training Program 2	3		NST0101
PFT0102	Physical Activities Towards Health and Fitness 2	2		PFT0101
FLJ0102	FEU Learning Journey 2	0		FLJ0101
HMR0102	Homeroom 2	0		HMR0101
	Total Units	25	1	

## SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0106	Art Appreciation	3		
GED0122	Life and Works of Rizal	3		
	Total Units	6	0	



# SECOND YEAR

## FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0107	Readings in Philippine History	3		
GED0114	Applied Ethics in Contemporary Times	3		
BAEL02	Elective 2	3		
IBL1101	Business Language Fundamentals	3		
BDA1102	Advanced Analytics and Predictive Modeling	2	1	BDA1101
MGT1111	International Business and Trade	3		
TAX1100	Income and Business Taxation	3		
PFT0103	Physical Activities Towards Health and Fitness 3	2		PFT0102
FLJ0103	FEU Learning Journey 3	0		FLJ0102
HMR0103	Homeroom 3	0		HMR0102
	Total Units	22	1	

## SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0117	Culture, Society, Ideas, and Innovations (CSII)	3		
GED0124	Purposive Communication	3		
GED0123	Philippine Popular Culture and Discourses	3		
IBL1102	Business Language Fluency	3		IBL1101
SDG1101	Introduction to Sustainability and the SDGs	3		
LAW1101	Law on Obligations and Contracts	3		
MGT1106	Human Resource Management	3		
PFT0104	Physical Activities Towards Health and Fitness 4	2		PFT0103
FLJ0104	FEU Learning Journey 4	0		FLJ0103
HMR0104	Homeroom 4	0		HMR0103
	Total Units	23	0	

## SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0110	Understanding the Self	3		
MGT1112	Good Governance and Social Responsibility	3		
SDG1102	Integrating SDGs into Business Strategy	3		SDG1101
	Total Units	9	0	



# THIRD YEAR

## FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1113	Business Planning 1 (Feasibility Study)	3		MGT1110
BME1102	Strategic Management	3		
FIN1206	Risk and Insurance	3		
FIN1101	Financial Analysis and Reporting	2	1	
FIN1102	Banking and Financial Institutions	3		
FIN1103	Investment Analysis and Portfolio Management with Software Application	2	1	
FIN1107	Capital Markets	3		
FLJ0105	FEU Learning Journey 5	0		FLJ0104
HMR0105	Homeroom 5	0		HMR0104
	Total Units	19	2	

## SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1114	Business Planning 2 (Business Research)	3		MGT1113
FIN1105	Financial Planning and Consulting	3		
FIN1104	Monetary Policy and Central Banking	3		
FIN1106	Credit, Collection and Compliance	3		
FIN1108	Special Topics in Finance	3		
BME1101	Production and Operations Management	3		
FLJ0106	FEU Learning Journey 6	0		FLJ0105
HMR0106	Homeroom 6	0		HMR0105
	Total Units	18	0	

## SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1203	Student Apprenticeship Program (SAP) 1	6		BME1102
BCM1102	Negotiation and Conflict Management	3		BCM1101
	Total Units	9	0	



# FOURTH YEAR

## FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1204	Student Apprenticeship Program (SAP) 2	6		MGT1203
FLJ0107	FEU Learning Journey 7	0		FLJ0106
HMR0107	Homeroom 7	0		HMR0106
	Total Units	6	0	

## SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1205	Student Apprenticeship Program (SAP) 3	6		MGT1204
FLJ0108	FEU Learning Journey 8	0		
HMR0108	Homeroom 8	0		
	Total Units	6	0	

# ELECTIVES

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1110	Marketing Management	3		
MGT1109	Corporate Finance	3		
BDA1103	Big Data Technologies and Applications	2	1	
BCM1103	Applied Business Communication Strategies	3		
IBL1103	Mastery in International Business Communication	3		
SDG1103	Real-World SDG Integration Project	3		



# FIRST YEAR

## FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0121	Language Enhancement and Proficiency (LEAP)	3		
BAF1101	Introduction to Accounting and Finance	3		
BAF1102	Fundamentals of Business and Economics	3		
BAF1103	Principles of Leadership, Marketing, and Organizational Behavior	3		
BCM1101	Business Writing and Communications	3		
NST0101	National Service Training Program 1	3		
PFT0101	Physical Activities Towards Health and Fitness 1	2		
FLJ0101	FEU Learning Journey 1	0		
HMR0101	Homeroom 1	0		
	Total Units	20	0	

## SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0103	Mathematics in the Modern World	3		
GED0104	Science, Technology, and Society	3		
GED0116	Retorika	3		
GED0113	The Filipino in the Contemporary World	3		
BAEL01	Elective 1	3		
BDA1101	Data Management and Visualization	2	1	
MGT1105	Microeconomics	3		
NST0102	National Service Training Program 2	3		NST0101
PFT0102	Physical Activities Towards Health and Fitness 2	2		PFT0101
FLJ0102	FEU Learning Journey 2	0		FLJ0101
HMR0102	Homeroom 2	0		HMR0101
	Total Units	25	1	

## SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0106	Art Appreciation	3		
GED0122	Life and Works of Rizal	3		
	Total Units	6	0	



# SECOND YEAR

## FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0107	Readings in Philippine History	3		
GED0114	Applied Ethics in Contemporary Times	3		
BAEL02	Elective 2	3		
IBL1101	Business Language Fundamentals	3		
BDA1102	Advanced Analytics and Predictive Modeling	2	1	BDA1101
MGT1111	International Business and Trade	3		
TAX1100	Income and Business Taxation	3		
PFT0103	Physical Activities Towards Health and Fitness 3	2		PFT0102
FLJ0103	FEU Learning Journey 3	0		FLJ0102
HMR0103	Homeroom 3	0		HMR0102
	Total Units	22	1	

## SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0117	Culture, Society, Ideas, and Innovations (CSII)	3		
GED0124	Purposive Communication	3		
GED0123	Philippine Popular Culture and Discourses	3		
IBL1102	Business Language Fluency	3		IBL1101
SDG1101	Introduction to Sustainability and the SDGs	3		
LAW1101	Law on Obligations and Contracts	3		
MGT1106	Human Resource Management	3		
PFT0104	Physical Activities Towards Health and Fitness 4	2		PFT0103
FLJ0104	FEU Learning Journey 4	0		FLJ0103
HMR0104	Homeroom 4	0		HMR0103
	Total Units	23	0	

## SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0110	Understanding the Self	3		
MGT1112	Good Governance and Social Responsibility	3		
SDG1102	Integrating SDGs into Business Strategy	3		SDG1101
	Total Units	9	0	



# THIRD YEAR

## FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1113	Business Planning 1 (Feasibility Study)	3		MGT1110
BME1102	Strategic Management	3		
MKT1102	Professional Selling and Sales Management	3		
MKT1201	Clients Relationship Management	3		
MKT1211	Services Marketing	3		
MKT1103	Product & Brand Management	3		
MKT1105	Pricing Models and Strategy	3		
FLJ0105	FEU Learning Journey 5	0		FLJ0104
HMR0105	Homeroom 5	0		HMR0104
	Total Units	21	0	

## SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1114	Business Planning 2 (Business Research)	3		MGT1113
MKT1109	Marketing Channels	3		
MKT1207	Introduction to Graphic Design and Multimedia Marketing	3		
MKT1107	Advertising and Integrated Marketing Communications	3		
MKT1213	Digital Marketing with Creative Application	2	1	
BME1101	Production and Operations Management	3		
FLJ0106	FEU Learning Journey 6	0		FLJ0105
HMR0106	Homeroom 6	0		HMR0105
	Total Units	17	1	

## SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1203	Student Apprenticeship Program (SAP) 1	6		BME1102
BCM1102	Negotiation and Conflict Management	3		BCM1101
	Total Units	9	0	



# FOURTH YEAR

## FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1204	Student Apprenticeship Program (SAP) 2	6		MGT1203
FLJ0107	FEU Learning Journey 7	0		FLJ0106
HMR0107	Homeroom 7	0		HMR0106
	Total Units	6	0	

## SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1205	Student Apprenticeship Program (SAP) 3	6		MGT1204
FLJ0108	FEU Learning Journey 8	0		
HMR0108	Homeroom 8	0		
	Total Units	6	0	

# ELECTIVES

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1110	Marketing Management	3		
MGT1109	Corporate Finance	3		
BDA1103	Big Data Technologies and Applications	2	1	
BCM1103	Applied Business Communication Strategies	3		
IBL1103	Mastery in International Business Communication	3		
SDG1103	Real-World SDG Integration Project	3		



# TEACHING AND LEARNING APPROACHES

The BSBA program takes pride in its varied strategies in teaching and learning. We carefully assess the needs of our students and recognize industry needs in order to effectively design teaching and learning activities.

## Student-Centered Learning

Adhering to the University's educational philosophy and learning paradigm, the BSBA program uses active and collaborative teaching-learning methods designed to empower students such as project-based activities, oral presentations, business simulation, and industry immersion activities.

Active learning best addresses issues deeply rooted in a passive learning environment, one of which is the lack of teacher-student interactions. Some pedagogies used include simulation exercises, role-playing, group exercises, use of video presentations, gamification, and relevant film viewing, critiquing, and discussions.





## Experiential Learning

The BSBA program provides unique learning activities for the students to acquire firsthand experiences in the field.

For instance, business students undergo course business planning, where they work in groups to conceptualize new products and start a business. The first part involves brainstorming and market research to create or innovate new products, while the second part involves developing the business plan to cover management, technical, marketing and financial aspects.

Internship is also part of experiential learning, wherein students complete 1800 hours of training with their chosen organization or company.

Industry partners of the University also offer optional certification programs and other training opportunities to business students for minimal fees. Students who complete these programs and pass the corresponding assessments become eligible to become full-fledged members of industry organizations with the right to use post-nominal titles such as Associate Human Resource Professional (AHRP), Certified Marketing Professional (CMP), and Accredited Financial Analyst (AFA).

## Didactic Approach

Principles and concepts of business management and administration are discussed through intensive discussions, interactive lectures, case studies and researches. Lectures are the mode of delivery of choice under this approach.

## Interdisciplinary Approach

The BSBA program equips students with the ability to see the various aspects of business management and industry practices through different lenses and perspectives. One such strategy under this approach is team teaching or collaborative teaching conducted for the BA core courses, where teachers discuss how best to maximize course content, or alternately handle certain classes.

Interdisciplinary approach combines the varied expertise of our teachers while providing students the opportunity to learn about certain topics from different angles and perspectives.



## Blended Learning

BSBA integrates and utilizes various learning management systems (LMSs) for business simulation and other tasks. Given rapid changes in technology, the program has adapted to this environment and encourages ubiquitous learning through online resources, classrooms, and modules.

Through LMSs such as Canvas, Connect, MindTap, and MyLab, programmed instructions are easily implemented through modules with pre-requisite activities and assignments. These programmed instructions have built-in algorithmic functions to determine how much reading or study a student must undertake to correctly answer their assessments. For instance, when Connect Smartbook identifies incorrect answers in assessments, it also shows the student specific pages of text for review to answer it correctly.

The program also utilizes Canvas, the official LMS of the University and a globally recognized platform among leading educational institutions worldwide.

## Research-Based Approach

Students in the BSBA program are encouraged to conduct research works and feasibility studies. The program also maintains updated information and content to remain relevant and abreast with current industry practices through case studies and other researches involving management theory and practice.







## ASSESSMENTS

Throughout the program, students and teachers freely negotiate their assessments and assessment-related tasks for each course, especially in their GE courses. As most of the department are field practitioners and industry experts, teachers are encouraged to use their experience to develop relevant formative and capstone summative assessments. These assessments include:

### Diagnostics

Diagnostics allow teachers to determine the baseline of a student's individual knowledge and skills prior to instruction proper. This helps verify how much students have learned in their core courses which are usually pre-requisites to professional courses. Commonly, diagnostic assessments are done through traditional pen-and-paper tests focusing on recall of terms, concepts, and theories in prior relevant courses.



## Formative assessments

Formative assessments allow teachers to identify learning gaps and possibly recalibrate the content and flow of instruction throughout the semester. In business education, formative assessments include small projects, business presentations, case study analysis, simulations, group activities, peer or self-assessments, online and in-class exercises, assignments, and ungraded quizzes.

Most importantly, formative assessments provide a feedback mechanism which allows teachers to reinforce student learning.

## Summative assessments and capstone project

Regular departmental examinations are commonly conducted during the midterm while comprehensive examinations are administered during the final period. In select BSBA core courses, students are also required to submit final outputs separately from their comprehensive examination. For instance, students in the human resource management track must submit a manpower plan while students enrolled in production and operations management must submit an improvement plan.

Additionally, BSBA students undertake business planning as part of their capstone assessment towards the end of the program. This includes a feasibility study where students start the ideation process through brainstorming, and market research, followed by the technical stage. In the second part, students must refine the previous feasibility study through gathering data and evidences that the business idea can be realized and can thrive in a competitive market.

The final requirements are the written business plan, presentation, and panel defense. This capstone project is a pre-requisite to internship program.



# INTERNSHIP

BSBA students are required to complete a 1800-hour mandatory Internship in their final year of study. They are provided opportunities to embark on dynamic internships with various industry partners in the sectors of finance and banking, consulting, consumer goods, information, communications and technology, human capital management, logistics, manufacturing and supply chain, aviation, civic and public service, education, events and hospitality, healthcare and pharmaceuticals, insurance, and real estate.

Beyond the Philippines, our students also have the option to take their internship abroad, and the program has successfully placed some students for internship in China, Singapore, Australia, and United States. The internship is designed to provide our students a head-start in their careers.

## AWARD REQUIREMENTS

Learners must complete a total of 167 credit hours of course work, including 1800 hours of internship to finish the program.

## BENCHMARK STATEMENT AND REFERENCE POINT

[Commission on Higher Education \(CHED\) memorandum order \(CMO\) no. 27, series of 2017](#)







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