



BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

EFFECTIVE SY 2021-2022



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

BS Business Administration 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 tracks 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 eight 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 fifty-eight electives available and will be handled by industry experts and practitioners.

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 600 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 WRP 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 five different tracks.

The curriculum has a total of 168 credits, of which 63 units are CHED required Business and Management Education courses. The Business Administration core courses are based on our Institutional and Program Outcomes that include 12 units for Business Planning and Internship, and 63 units for business, accounting, and law courses. The required professional courses total 24 units and 12 units are for professional electives in various tracks. Also included are 45 units of General Education courses, 18 units of Physical Education, and 6 units of the National Service Training Program (NSTP).

BSBA TRACKS

- ✓ Economics and Law
- ✓ Entrepreneurial Management
- ✓ Financial Management
- ✓ Leadership and Human Capital Management
- ✓ Marketing Management



SUMMARY

Course Cluster	No. of Units
General Education	45
Physical Education	12
National Service Training Program	6
Business and Management Education (Core Courses)	6
Business Administration (Core Courses)	69
Business Administration (Professional Courses)	33
Internship	6
Elective	12
Total Units	189

FIRST YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0101	College Academic Skills in English	3		
GED0106	Art Appreciation	3		
GED0110	Understanding the Self	3		
GED0116	Retorika	3		
MGT1101	Leadership and Decision Making	3		
MGT1102	Fundamentals of Business Analytics with Spreadsheet	2	1	
MGT1105	Microeconomics	3		
NST0101	National Service Training Program 1	3		
WRP0201	Wellness and Recreation Program 1	1.5		
	Total Units	24.5	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0102	The Life and Works of Rizal	3		
GED0103	Mathematics in the Modern World	3		
GED0109	Speech Communication	3		
ACT1101	Financial Accounting and Reporting	2	1	
MGT1103	Business Statistical Analysis with Software Application	2	1	
MGT1104	Organizational Behavior	3		
MGT1108	Macroeconomics	3		
NST0102	National Service Training Program 2	3		
WRP0202	Wellness and Recreation Program 2	1.5		
	Total Units	23.5	2	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1111	International Business and Trade	3		
MGT1112	Good Governance and Social Responsibility	3		
	Free Elective 1	3		
	Total Units	9		

SECOND YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0113	The Filipino in the Contemporary World	3		
GED0119	Purposive Communication	3		GED0101
ECL1101	Economics and Law	3		
ECL1102	Mathematical Economics	3		MGT1103; MGT1105
LAW1101	Law on Obligations and Contracts	3		
MGT1107	Management Science	3		
MGT1109	Corporate Finance	3		
WRP0203	Wellness and Recreation Program 3	1.5		
	Total Units	22.5		

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0107	Readings in Philippine History	3		
GED0114	Applied Ethics in Contemporary Times	3		
GED0120	Scholarly Inquiry	3		GED0119
ACT1105	Cost Accounting and Control with SAP	2	1	ACT1101
ECL1103	Introduction to Econometrics	3		ECL1102
MGT1106	Human Resource Management	3		
MGT1110	Marketing Management	3		
WRP0204	Wellness and Recreation Program 4	1.5		
	Total Units	21.5	1	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0104	Science, Technology, and Society	3		
GED0117	Culture, Society, Ideas, and Innovations	3		
GED0118	Talakayan sa Makabuluhang Araling Pangkultura, Panlipunan at Reyalistikong Usapin sa Wika	3		
	Total Units	9		

THIRD YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
ACT1123	Strategic Cost Management	2	1	ACT1105
ECL1104	History of Economic Thought	3		MGT1105
ECL1105	Public Sector Economics	3		MGT1105
ECL1106	Political Economy of Law and Public Policy	3		
ECL1107	Economics for Managers	3		MGT1105
MGT1117	Economics and Law Research 1	3		ECL1101; ECL1103
TAX1101	Income Taxation	3		
WRP0205	Wellness and Recreation Program 5	1.5		
	Total Units	21.5	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BME1102	Strategic Management	3		
ECL1108	Law on Business Transactions (Sales, Agency, Negotiable Instruments, and Credit Transactions)	3		ECL1101
MGT1118	Economics and Law Research 2	3		MGT1121
ENM1205	Project Management	3		
LAW1102	Business Laws and Regulations 1	3		LAW1101
LHC1105	Labor Law and Legislation	3		
WRP0206	Wellness and Recreation Program 6	1.5		
	Total Units	19.5		

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BME1101	Production and Operations Management	3		
	Free Elective 2	3		
	Free Elective 3	3		
	Total Units	9		

FOURTH YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1119	Industry Capstone Program	6		BME1102
ECL1109	International Finance and Open-Economy Macroeconomics	3		MGT1111; MGT1105; MGT1108
ECL1110	Development Economics	3		MGT1108
	Free Elective 4	3		
WRP0207	Wellness and Recreation Program 7	1.5		
	Total Units	16.5		

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1202	Business Management Internship	6		MGT1119
WRP0208	Wellness and Recreation Program 8	1.5		
	Total Units	7.5		

ELECTIVES

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BAN1202	Big Data Techniques and Technologies	3		
BAN1106	Data Mining and Warehousing	3		
BAN1207	Mining Web Data for Business Insights	3		
BAN1213	Advanced Business Analytics	2	1	MGT1102; MGT1103
ENM1209	Introduction to Sustainable Development in Business	3		
ENM1210	Entrepreneurial Operations on Launching a Start-Up	3		
TRM1108	Foreign Language 1	3		
ECL1201	Retail Trade Laws and Consumer Act (with eCommerce Law)	3		
ECL1202	Business Protection Laws	3		
ECL1203	Law on Business and Transfer Taxation	3		
ECL1204	Cybercrime Law	3		
ECL1205	Labor Economics	3		MGT1108
FIN1202	Financial Derivatives	3		
FIN1203	Financial Programming and Database Management	2	1	
FIN1206	Risk and Insurance	3		
FIN1210	Valuation and Mergers & Acquisitions	3		MGT1109
LHC1201	Career Planning and Management	3		
LHC1202	Conflict Management and Resolution	3		
LHC1204	Leadership and Management Development	3		
LHC1206	Leading in the 21st Century	3		
MKT1203	Electronic Commerce	2	1	MGT1110
MKT1206	Global Marketing	3		MGT1110
MKT1207	Introduction to Graphic Design and Multimedia Marketing	2	1	
MKT1209	New Product Development	3		MGT1110

FIRST YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0101	College Academic Skills in English	3		
GED0106	Art Appreciation	3		
GED0110	Understanding the Self	3		
GED0116	Retorika	3		
MGT1101	Leadership and Decision Making	3		
MGT1102	Fundamentals of Business Analytics with Spreadsheet	2	1	
MGT1105	Microeconomics	3		
NST0101	National Service Training Program 1	3		
WRP0201	Wellness and Recreation Program 1	1.5		
	Total Units	24.5	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0102	The Life and Works of Rizal	3		
GED0103	Mathematics in the Modern World	3		
GED0109	Speech Communication	3		
ACT1101	Financial Accounting and Reporting	2	1	
MGT1103	Business Statistical Analysis with Software Application	2	1	
MGT1104	Organizational Behavior	3		
MGT1108	Macroeconomics	3		
NST0102	National Service Training Program 2	3		
WRP0202	Wellness and Recreation Program 2	1.5		
	Total Units	23.5	2	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1111	International Business and Trade	3		
MGT1112	Good Governance and Social Responsibility	3		
	Free Elective 1	3		
	Total Units	9		

SECOND YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0113	The Filipino in the Contemporary World	3		
GED0119	Purposive Communication	3		GED0101
ENM1101	The Entrepreneurial Ecosystem in the Philippines and ASEAN	3		
ENM1105	Innovation and Productivity	3		
LAW1101	Law on Obligations and Contracts	3		
MGT1107	Management Science	3		
MGT1109	Corporate Finance	3		
WRP0203	Wellness and Recreation Program 3	1.5		
	Total Units	22.5		

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0107	Readings in Philippine History	3		
GED0114	Applied Ethics in Contemporary Times	3		
GED0120	Scholarly Inquiry	3		GED0119
ACT1105	Cost Accounting and Control with SAP	2	1	ACT1101
ENM1109	New Venture Creation	3		ENM1105
MGT1106	Human Resource Management	3		
MGT1110	Marketing Management	3		
WRP0204	Wellness and Recreation Program 4	1.5		
	Total Units	21.5	1	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0104	Science, Technology, and Society	3		
GED0117	Culture, Society, Ideas, and Innovations	3		
GED0118	Talakayan sa Makabuluhang Araling Pangkultura, Panlipunan at Reyalistikong Usapin sa Wika	3		
	Total Units	9		

THIRD YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
ACT1123	Strategic Cost Management	2	1	ACT1105
MKT1101	Market Research & Consumer Behavior	3		
ENM1104	Enterprise Resource Planning	2	1	
ENM1106	Supply Chain and Logistics Management	3		BME1101
ENM1110	Family Business Management	3		
MGT1113	Business Plan 1 (Feasibility Study)	3		MGT1110
TAX1101	Income Taxation	3		
WRP0205	Wellness and Recreation Program 5	1.5		
	Total Units	20.5	2	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BME1102	Strategic Management	3		
ENM1111	Special Topics in Entrepreneurship	3		
ENM 1207	Social Entrepreneurship	3		
ENM1205	Project Management	3		
LAW1102	Business Laws and Regulations 1	3		LAW1101
MGT1114	Business Plan 2 (Business Research)	3		MGT1113
WRP0206	Wellness and Recreation Program 6	1.5		
	Total Units	19.5		

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BME1101	Production and Operations Management	3		
	Free Elective 2	3		
	Free Elective 3	3		
	Total Units	9		

FOURTH YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1119	Industry Capstone Program	6		BME1102
ENM1202	Crisis Management and Communication	3		
ENM1107	Corporate Entrepreneurship and Business Model Evaluation	3		
	Free Elective 4	3		
WRP0207	Wellness and Recreation Program 7	1.5		
	Total Units	16.5		

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1202	Business Management Internship	6		MGT1119
WRP0208	Wellness and Recreation Program 8	1.5		
	Total Units	7.5		

ELECTIVES

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BAN1202	Big Data Techniques and Technologies	3		
BAN1106	Data Mining and Warehousing	3		
BAN1207	Mining Web Data for Business Insights	3		
BAN1213	Advanced Business Analytics	2	1	MGT1102; MGT1103
ENM1209	Introduction to Sustainable Development in Business	3		
ENM1210	Entrepreneurial Operations on Launching a Start-Up	3		
TRM1108	Foreign Language 1	3		
ECL1201	Retail Trade Laws and Consumer Act (with eCommerce Law)	3		
ECL1202	Business Protection Laws	3		
ECL1203	Law on Business and Transfer Taxation	3		
ECL1204	Cybercrime Law	3		
ECL1205	Labor Economics	3		MGT1108
FIN1202	Financial Derivatives	3		
FIN1203	Financial Programming and Database Management	2	1	
FIN1206	Risk and Insurance	3		
FIN1210	Valuation and Mergers & Acquisitions	3		MGT1109
LHC1201	Career Planning and Management	3		
LHC1202	Conflict Management and Resolution	3		
LHC1204	Leadership and Management Development	3		
LHC1206	Leading in the 21st Century	3		
MKT1203	Electronic Commerce	2	1	MGT1110
MKT1206	Global Marketing	3		MGT1110
MKT1207	Introduction to Graphic Design and Multimedia Marketing	2	1	
MKT1209	New Product Development	3		MGT1110

FIRST YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0106	Art Appreciation	3		
GED0109	Speech Communication	3		
GED0110	Understanding the Self	3		
GED0116	Retorika	3		
MGT1101	Leadership and Decision Making	3		
MGT1102	Fundamentals of Business Analytics with Spreadsheet	2	1	
MGT1105	Microeconomics	3		
NST0101	National Service Training Program 1	3		
WRP0201	Wellness and Recreation Program 1	1.5		
	Total Units	24.5	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
ACT1101	Financial Accounting and Reporting	2	1	
GED0101	College Academic Skills in English (CASE)	3		
GED0102	The Life and Works of Rizal	3		
GED0103	Mathematics in the Modern World	3		
MGT1104	Organizational Behavior	3		
MGT1103	Business Statistical Analysis with Software Application	2	1	
MGT1108	Macroeconomics	3		
NST0102	National Service Training Program 2	3		
WRP0202	Wellness and Recreation Program 2	1.5		
	Total Units	23.5	2	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1111	International Business and Trade	3		
MGT1112	Good Governance and Social Responsibility	3		
	Free Elective 1	3		
	Total Units	9		

SECOND YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
FIN1101	Financial Analysis and Reporting	3		
FIN1102	Banking and Financial Institutions	3		
GED0113	The Filipino in the Contemporary World	3		
GED1119	Purposive Communication	3		GED0101
LAW1101	Law on Obligations and Contracts	3		
MGT1107	Management Science	3		
MGT1109	Corporate Finance	3		
WRP0203	Wellness and Recreation Program 3	1.5		
	Total Units	22.5		

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
ACT1105	Cost Accounting and Control with SAP	2	1	ACT1101
FIN1109	Investment Analysis and Portfolio Management with Software Application	2	1	MGT1103, MGT1109
GED0107	Readings in Philippine History	3		
GED0114	Applied Ethics in Contemporary Times	3		
GED0120	Scholarly Inquiry	3		GED0119
MGT1106	Human Resource Management	3		
MGT1110	Marketing Management	3		
WRP0204	Wellness and Recreation Program 4	1.5		
	Total Units	20.5	2	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0104	Science, Technology, and Society	3		
GED0117	Culture, Society, Ideas, and Innovations	3		
GED0118	Talakayan sa Makabuluhang Araling Pangkultura, Panlipunan at Reyalistikong Usapin sa Wika	3		
	Total Units	9		

THIRD YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
ACT1123	Strategic Cost Management	2	1	ACT1105
FIN1104	Monetary Policy and Central Banking	3		FIN1102
FIN1201	Behavioral Finance	3		
FIN1106	Credit, Collection and Compliance	3		
FIN1107	Capital Markets	2	1	
MGT1113	Business Plan 1 (Feasibility Study)	3		MGT1110
TAX1101	Income Taxation	3		
WRP0205	Wellness and Recreation Program 5	1.5		
	Total Units	20.5	2	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BME1102	Strategic Management	3		
ENM1205	Project Management	3		
LAW1102	Business Laws and Regulations 1	3		LAW1101
FIN1108	Special Topics in Finance	3		
FIN1205	Personal Finance and Wealth Management	3		
MGT1114	Business Plan 2 (Business Research)	3		MGT1113
WRP0206	Wellness and Recreation Program 6	1.5		
	Total Units	19.5		

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BME1101	Production and Operations Management	3		
	Free Elective 2	3		
	Free Elective 3	3		
	Total Units	9		

FOURTH YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
FIN1209	Technical Analysis for Investments	2	1	
FIN1212	Financial Modelling with Spreadsheet Application	2	1	MGT1102
MGT1119	Industry Capstone Program	6		BME1102
	Free Elective 4	3		
WRP0207	Wellness and Recreation Program 7	1.5		
	Total Units	14.5	2	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1202	Business Management Internship	6		MGT1119
WRP0208	Wellness and Recreation Program 8	1.5		
	Total Units	7.5		

ELECTIVES

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BAN1202	Big Data Techniques and Technologies	3		
BAN1106	Data Mining and Warehousing	3		
BAN1207	Mining Web Data for Business Insights	3		
BAN1213	Advanced Business Analytics	2	1	MGT1102; MGT1103
ENM1209	Introduction to Sustainable Development in Business	3		
ENM1210	Entrepreneurial Operations on Launching a Start-Up	3		
TRM1108	Foreign Language 1	3		
ECL1201	Retail Trade Laws and Consumer Act (with eCommerce Law)	3		
ECL1202	Business Protection Laws	3		
ECL1203	Law on Business and Transfer Taxation	3		
ECL1204	Cybercrime Law	3		
ECL1205	Labor Economics	3		MGT1108
FIN1202	Financial Derivatives	3		
FIN1203	Financial Programming and Database Management	2	1	
FIN1206	Risk and Insurance	3		
FIN1210	Valuation and Mergers & Acquisitions	3		MGT1109
LHC1201	Career Planning and Management	3		
LHC1202	Conflict Management and Resolution	3		
LHC1204	Leadership and Management Development	3		
LHC1206	Leading in the 21st Century	3		
MKT1203	Electronic Commerce	2	1	MGT1110
MKT1206	Global Marketing	3		MGT1110
MKT1207	Introduction to Graphic Design and Multimedia Marketing	2	1	
MKT1209	New Product Development	3		MGT1110

FIRST YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0101	College Academic Skills in English	3		
GED0106	Art Appreciation	3		
GED0110	Understanding the Self	3		
GED0116	Retorika	3		
MGT1101	Leadership and Decision Making	3		
MGT1102	Fundamentals of Business Analytics with Spreadsheet	2	1	
MGT1105	Microeconomics	3		
NST0101	National Service Training Program 1	3		
WRP0201	Wellness and Recreation Program 1	1.5		
	Total Units	24.5	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0102	The Life and Works of Rizal	3		
GED0103	Mathematics in the Modern World	3		
GED0109	Speech Communication	3		
ACT1101	Financial Accounting and Reporting	2	1	
MGT1103	Business Statistical Analysis with Software Application	2	1	
MGT1104	Organizational Behavior	3		
MGT1108	Macroeconomics	3		
NST0102	National Service Training Program 2	3		
WRP0202	Wellness and Recreation Program 2	1.5		
	Total Units	23.5	2	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1111	International Business and Trade	3		
MGT1112	Good Governance and Social Responsibility	3		
	Free Elective 1	3		
	Total Units	9		

SECOND YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0113	The Filipino in the Contemporary World	3		
GED0119	Purposive Communication	3		GED0101
LHC1101	Administrative Professional Management	3		
LHC1204	Leadership and Management Development	3		MGT1101
LAW1101	Law on Obligations and Contracts	3		
MGT1107	Management Science	3		
MGT1109	Corporate Finance	3		
WRP0203	Wellness and Recreation Program 3	1.5		
	Total Units	22.5		

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
ACT1105	Cost Accounting and Control with SAP	2	1	ACT1101
GED0107	Readings in Philippine History	3		
GED0114	Applied Ethics in Contemporary Times	3		
GED0120	Scholarly Inquiry	3		
MGT1106	Human Resource Management	3		
MGT1110	Marketing Management	3		
LHC1102	Human Resource Planning	3		
WRP0204	Wellness and Recreation Program 4	1.5		
	Total Units	21.5	1	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0104	Science, Technology, and Society	3		
GED0117	Culture, Society, Ideas, and Innovations	3		
GED0118	Talakayan sa Makabuluhang Araling Pangkultura, Panlipunan at Reyalistikong Usapin sa Wika	3		
	Total Units	9		

THIRD YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
ACT1123	Strategic Cost Management	2	1	ACT1105
ENM1202	Crisis Management and Communication	3		
LHC1103	Human Capital and Workforce Capability Development	3		LHC1102
LHC1104	Compensation and Benefits Administration	3		MGT1106
LHC1105	Labor Law and Legislation	3		
MGT1113	Business Plan 1 (Feasibility Study)	3		MGT1110
TAX1101	Income Taxation	3		
WRP0205	Wellness and Recreation Program 5	1.5		
	Total Units	21.5	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BME1102	Strategic Management	3		
ENM1205	Project Management	3		
LAW1102	Business Laws and Regulations 1	3		LAW1101
LHC1107	Organization Development	3		LHC1103
LHC1106	Labor Relations and Negotiations	3		LHC1105
MGT1114	Business Plan 2 (Business Research)	3		MGT1113
WRP0206	Wellness and Recreation Program 6	1.5		
	Total Units	19.5		

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BME1101	Production and Operations Management	3		
	Free Elective 2	3		
	Free Elective 3	3		
	Total Units	9		

FOURTH YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1119	Industry Capstone Program	6		BME1102
LHC1207	Managing Employee Relations	3		
LHC1108	Special Topics in Human Resource Management	3		
	Free Elective 4	3		
WRP0207	Wellness and Recreation Program 7	1.5		
	Total Units	16.5		

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1202	Business Management Internship	6		MGT1119
WRP0208	Wellness and Recreation Program 8	1.5		
	Total Units	7.5		

ELECTIVES

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BAN1202	Big Data Techniques and Technologies	3		
BAN1106	Data Mining and Warehousing	3		
BAN1207	Mining Web Data for Business Insights	3		
BAN1213	Advanced Business Analytics	2	1	MGT1102; MGT1103
ENM1209	Introduction to Sustainable Development in Business	3		
ENM1210	Entrepreneurial Operations on Launching a Start-Up	3		
TRM1108	Foreign Language 1	3		
ECL1201	Retail Trade Laws and Consumer Act (with eCommerce Law)	3		
ECL1202	Business Protection Laws	3		
ECL1203	Law on Business and Transfer Taxation	3		
ECL1204	Cybercrime Law	3		
ECL1205	Labor Economics	3		MGT1108
FIN1202	Financial Derivatives	3		
FIN1203	Financial Programming and Database Management	2	1	
FIN1206	Risk and Insurance	3		
FIN1210	Valuation and Mergers & Acquisitions	3		MGT1109
LHC1201	Career Planning and Management	3		
LHC1202	Conflict Management and Resolution	3		
LHC1204	Leadership and Management Development	3		
LHC1206	Leading in the 21st Century	3		
MKT1203	Electronic Commerce	2	1	MGT1110
MKT1206	Global Marketing	3		MGT1110
MKT1207	Introduction to Graphic Design and Multimedia Marketing	2	1	
MKT1209	New Product Development	3		MGT1110

FIRST YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0101	College Academic Skills in English	3		
GED0106	Art Appreciation	3		
GED0110	Understanding the Self	3		
GED0116	Retorika	3		
MGT1101	Leadership and Decision Making	3		
MGT1102	Fundamentals of Business Analytics with Spreadsheet	2	1	
MGT1105	Microeconomics	3		
NST0101	National Service Training Program 1	3		
WRP0201	Wellness and Recreation Program 1	1.5		
	Total Units	24.5	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0102	The Life and Works of Rizal	3		
GED0103	Mathematics in the Modern World	3		
GED0109	Speech Communication	3		
ACT1101	Financial Accounting and Reporting	2	1	
MGT1103	Business Statistical Analysis with Software Application	2	1	
MGT1104	Organizational Behavior	3		
MGT1108	Macroeconomics	3		
NST0102	National Service Training Program 2	3		
WRP0202	Wellness and Recreation Program 2	1.5		
	Total Units	23.5	2	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1111	International Business and Trade	3		
MGT1112	Good Governance and Social Responsibility	3		
	Free Elective 1	3		
	Total Units	9		

SECOND YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0113	The Filipino in the Contemporary World	3		
GED0119	Purposive Communication	3		GED0101
MKT1101	Market Research & Consumer Behavior	3		
MKT1109	Marketing Channels	3		
LAW1101	Law on Obligations and Contracts	3		
MGT1107	Management Science	3		
MGT1109	Corporate Finance	3		
WRP0203	Wellness and Recreation Program 3	1.5		
	Total Units	22.5		

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0107	Readings in Philippine History	3		
GED0114	Applied Ethics in Contemporary Times	3		
GED0120	Scholarly Inquiry	3		GED0119
ACT1105	Cost Accounting and Control with SAP	2	1	ACT1101
MKT1110	Professional Selling and Sales Management	3		MKT1109
MGT1106	Human Resource Management	3		
MGT1110	Marketing Management	3		
WRP0204	Wellness and Recreation Program 4	1.5		
	Total Units	21.5	1	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0104	Science, Technology, and Society	3		
GED0117	Culture, Society, Ideas, and Innovations	3		
GED0118	Talakayan sa Makabuluhang Araling Pangkultura, Panlipunan at Reyalistikong Usapin sa Wika	3		
	Total Units	9		

THIRD YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
ACT1123	Strategic Cost Management	2	1	ACT1105
MGT1113	Business Plan 1 (Feasibility Study)	3		MGT1110
MKT1104	Retail Marketing	3		MGT1110
MKT1105	Pricing Models and Strategy	3		MGT1110
MKT1201	Clients Relationship Management	3		
MKT1211	Services Marketing	3		MGT1110
TAX1101	Income Taxation	3		
WRP0205	Wellness and Recreation Program 5	1.5		
	Total Units	21.5	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BME1102	Strategic Management	3		
ENM1205	Project Management	3		
LAW1102	Business Laws and Regulations 1	3		LAW1101
MGT1114	Business Plan 2 (Business Research)	3		MGT1113
MKT1103	Product & Brand Management	3		MGT1110
MKT1107	Advertising and Integrated Marketing Communications	3		MGT1110
WRP0206	Wellness and Recreation Program 6	1.5		
	Total Units	19.5		

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BME1101	Production and Operations Management	3		
	Free Elective 2	3		
	Free Elective 3	3		
	Total Units	9		

FOURTH YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1119	Industry Capstone Program	6		BME1102
MKT1208	Multimedia Content Writing in Marketing	3		
MKT1202	Digital Marketing with Photoshop	2	1	MGT1110
	Elective 4	3		
WRP0207	Wellness and Recreation Program 7	1.5		
	Total Units	15.5	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1202	Business Management Internship	6		MGT1119
WRP0208	Wellness and Recreation Program 8	1.5		
	Total Units	7.5		

ELECTIVES

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BAN1202	Big Data Techniques and Technologies	3		
BAN1106	Data Mining and Warehousing	3		
BAN1207	Mining Web Data for Business Insights	3		
BAN1213	Advanced Business Analytics	2	1	MGT1102; MGT1103
ENM1209	Introduction to Sustainable Development in Business	3		
ENM1210	Entrepreneurial Operations on Launching a Start-Up	3		
TRM1108	Foreign Language 1	3		
ECL1201	Retail Trade Laws and Consumer Act (with eCommerce Law)	3		
ECL1202	Business Protection Laws	3		
ECL1203	Law on Business and Transfer Taxation	3		
ECL1204	Cybercrime Law	3		
ECL1205	Labor Economics	3		MGT1108
FIN1202	Financial Derivatives	3		
FIN1203	Financial Programming and Database Management	2	1	
FIN1206	Risk and Insurance	3		
FIN1210	Valuation and Mergers & Acquisitions	3		MGT1109
LHC1201	Career Planning and Management	3		
LHC1202	Conflict Management and Resolution	3		
LHC1204	Leadership and Management Development	3		
LHC1206	Leading in the 21st Century	3		
MKT1203	Electronic Commerce	2	1	MGT1110
MKT1206	Global Marketing	3		MGT1110
MKT1207	Introduction to Graphic Design and Multimedia Marketing	2	1	
MKT1209	New Product Development	3		MGT1110

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 600 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 600-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 168 credit hours of course work, including 600 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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