

De La Salle-College of Saint Benilde

Bachelor of Science in Business Administration Major in Business Intelligence and Analytics

Program Specification

Awarding Institution	De La Salle-College of Saint Benilde
School	School of Management and Information Technology
Program Accreditation	
Name of Final Award	Bachelor of Science in Business Administration Major in Business Intelligence and Analytics (BSBA-BIA)
Program Title	Bachelor of Science in Business Administration Major in Business Intelligence and Analytics (BSBA-BIA)
Description of the Program	<p>The Business Intelligence and Analytics (BIA) program is a business course which emphasizes on the use of statistical analysis and models, computing tools, and the authoring of creative and relevant Management Information reports that will help business users in the decision making process. Understanding the Business' processes, and converting the data collected from day to day operations into information are among the major areas of study.</p> <p>The De La Salle-College of Saint Benilde is the 1st and currently the only school in the country that offers BSBA-BIA as a Bachelor's degree program. Since the BIA offered by Benilde is a fully-developed / comprehensive degree, all subjects needed to prepare the students prior to taking the professional major subjects were considered as part of the curriculum.</p> <p>The program is for those students who want to become Data Scientist and/or Data Analyst. It is for those who want to explore the world of big data and use it to study trends and patterns, and make predictions with the use of Analytical tools.</p> <p>The students of the program can look forward to a financially rewarding career in Business and IT in both local and global market. These include but are not limited to roles such as such as Data Scientist, Data Analyst, Report Author, Data Architect, IT Consultant, and Project Manager.</p>

Expected Program Learning Outcomes

Upon completion of the **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN BUSINESS INTELLIGENCE AND ANALYTICS**, students are expected to:

- PO1. Articulate and discuss the latest developments in the specific field of practice.
- PO2. Effectively communicate orally and in writing using both English and Filipino.
- PO3. Work effectively and independently in multi-disciplinary and multi-cultural teams.
- PO4. Act in recognition of professional, social, and ethical responsibility.
- PO5. Preserve and promote 'Filipino historical and cultural heritage'.
- PO6. Perform the basic functions of management such as planning, organizing, staffing, directing, leading, and to manage a project using project management tools and methods.
- PO7. Apply the basic concepts that underline each of the functional areas of business (marketing, finance, human resource management, production and operations management, information technology, and strategic management) and employ these concepts in various business situations.
- PO8. Select the proper decision making tools to critically, analytically, and creatively solve problems and drive results.
- PO9. Express oneself clearly and communicate effectively with stakeholders both in oral and written forms.
- PO10. Conduct business research.
- PO11. Integrate Analytics to maximize the value of data by Identifying and assessing the opportunities, needs, and constraints of data usage within an organizational context.
- PO12. Construct, implement, and manage innovative and creative data analytics solutions by clearly communicating the results to a variety of audiences
- PO13. Apply Information and Communication Technology (ICT) skills as required by the business environment to expedite and enhance communication to a variety of audience using industry-grade tools and applications.
- PO14. Develop operational and strategic plans to support an organization's economic sustainability and competitiveness through leadership, transparency, performance measurement systems, financial returns, continuous process improvement, and community involvement and economic development.

- PO15. Apply quantitative modeling and data analysis techniques to the solution of real world business problems, by presenting results using data visualization techniques

Admission Requirements

All students must pass the **Benildean Entrance Exam (BEE)**. The information regarding application, admission timetable, and application results may be viewed at **Benilde Admissions Center**. Downloadable forms and school brochures are available from this site.

Applicants applying to any degree or non-degree program offered by DLS-CSB are expected to provide a complete medical disclosure of past or present conditions that may have an effect on student learning and their intention to be a member of the Benildean community.

As an additional requirement for the School of HRIM, applicants are required to submit a photocopy of their quantitative Hepatitis profile verified by the Benilde Admissions Center against the original.

Program Overview

The Program consists of 174 units (164 academic units and 10 non-academic units) distributed as follows:

	Units
CHED GE Courses	36
DLS-CSB Institutional Courses	19
NSTP, and PE	14
Core Business and Management Education Courses	6
Business Administration Core	21
Professional Courses	54
Professional Electives	12
Thesis	6
Internship / Practicum	6

Curriculum and Program Structure

The curriculum and program structure are outlined in the program checklist. The curriculum map shows the alignment between the courses in the program and the program outcomes.

Teaching and Learning Strategy, Assessment

The courses are delivered mostly through learner-centered methodology with emphasis on individual and collaborative activities where teachers design the environment for learning and guide the learners to develop the important competencies.

Lectures shall be used only to provide theoretical grounding. Alternative ways of teaching shall be used, such as, case studies, video/film showing, role playing or simulations, Guided discovery / Free hand, class and small group discussions, and group and individual presentations.

BigSky shall be used as an on-line support that will (1) provide a central repository where students can access resources anytime anywhere, (2) track students' progress, (3) process assignments, and exams, and (4) provide venue to communicate.

Date of Revision

AY 2018-2019

PROGRAM CHECKLIST

Bachelor of Science in Business Administration Major in Business Intelligence and Analytics

Term 1

Course Code	Course Title	Units	Pre-requisite	Co-requisite
CSBLIFE	College of Saint Benilde Student Life	3		
MATWRLD	Mathematics in the Modern World	3		
ENTARCH	Enterprise Architecture	3		
ADVOFFC	Advanced Office Applications	3		
PURPCOM	Purposive Communication	3		
ASEANST	Asean Studies	3		
PEONEPF	Physical Fitness	2		

Term 2

Course Code	Course Title	Units	Pre-requisite	Co-requisite
BUSIACC	Business Accounting	3		
IBUSPRO	Introduction to Business Process	3		
DBMODEL	Database Modeling	3	ENTARCH	
DEVTCON	Application Development Concepts	3	ENTARCH	
IETHICS	Ethics	3		
CRITHNK	Critical and Creative Thinking	3		
PETWODA	Dance Area	2		

Term 3

Course Code	Course Title	Units	Pre-requisite	Co-requisite
ACCMANA	Managerial Accounting	3	BUSIACC	
BAFBANA	Fundamentals of Business Analytics	3	IBUSPRO	
DBPROGM	Database Programming	3	DBMODEL	
APPSTAT	Applied Statistics	3	ADVOFFC	
UNDSELF	Understanding the Self	3		
ARTAPRI	Art Appreciation	3		
BIBCHUR	Bible and Church	3		
PETRIID	Individual / Dual Sports	2		

Term 4

Course Code	Course Title	Units	Pre-requisite	Co-requisite
BAFDESC	Fundamentals of Descriptive Analytics	3	BAFBANA	
BAFWARE	Fundamentals of Data Warehousing	3	BAFBANA, DBPROGM	
ADVSTAT	Advanced Statistics	3	APPSTAT	BAFWARE
CONWORL	The Contemporary World	3		
READHIS	Readings in Philippine History	3		
BUSECON	Basic Microeconomics	3		
MARFAMI	Marriage and Family Life	3		
PEFORTS	Team Sports	2		

Term 5

Course Code	Course Title	Units	Pre-requisite	Co-requisite
HR-MGMT	Human Resource Management	3	BAFDESC, BAFWARE, ADVSTAT	
BAFPRED	Fundamentals of Predictive Analytics	3		
QUALITY	Quality and Business Improvement	3		
SCITECH	Science, Technology, and Society	3		
JORIZAL	Life and Works of Rizal	3		
REEXSPI	Religious Experience and Spirituality	3		
NSTP-01	National Service Training Program 1	3		

Term 6

Course Code	Course Title	Units	Pre-requisite	Co-requisite
APPMKTG	Applied Marketing	3		
BAFPRES	Fundamentals of Prescriptive Analytics	3	BAFPRED	
PROELC1	Professional Elective 1	3		
PROJMGT	Project Management	3		
INTEFIL	Interaktibong Filipino sa Multidisiplinaryong Larangan	3		
BUSLAWS	Basic Business Law	3		
NSTP-02	National Service Training Program 2	3		

Term 7

Course Code	Course Title	Units	Pre-requisite	Co-requisite
MANSTRA	Strategic Management	3		
BIBCASE	Business Case Development - Analytics	3	BAFPRES	
PROELC2	Professional Elective 2	3		
PROELC3	Professional Elective 3	3		
FILDISI	Filipino sa Iba't Ibang Disiplina	3	INTEFIL	
BINTAXA	Business and Income Taxation	3		

Term 8

Course Code	Course Title	Units	Pre-requisite	Co-requisite
INBUSAG	International Business Agreements	3		
BIPROJ1	Analytics Final Project 1	3	BIBCASE, PROJMGMT	
PROELC4	Professional Elective 4	3		
SUSTENT	Social Entrepreneurship, Responsibility and Sustainability	3		
PANITIK	Panitikan at ang Kulturang Popular	3		
BUSSFIN	Business Finance	3		

Term 9

Course Code	Course Title	Units	Pre-requisite	Co-requisite
CSBGRAD	College of Saint Benilde Graduating Students	1		
BAINTER	Analytics Internship	3	BIPROJ1	
BIPROJ2	Analytics Final Project 2	6	BIPROJ2	

LIST OF PROFESSIONAL ELECTIVE SUBJECTS

(PROELC1, PROELC2, PROELC3, PROELC4)

Course Code	Course Title		
BIGDATA	Big Data Analytics	BITREND	Data and Analytics Trends
CUSANLY	Customer Analytics	BIGDATA	Big Data Analytics
FINANLY	Financial Analytics	CUSANLY	Customer Analytics
INDANLY	Industry Analytics	FINANLY	Financial Analytics
HRTANLY	Human Resource/Talent Analytics		

CURRICULUM MAP

Bachelor of Science in Business Administration Major in Business Intelligence and Analytics

I.	Core Business and Management Education Courses	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	Quality and Business Improvement (QUALITY)				✓			✓					✓			
2	Strategic Management (MANSTRA)						✓	✓							✓	

II.	Business Administration Core	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	Basic Microeconomics (BUSECON)	✓						✓								
2	Basic Business Law (BUSLAWS)				✓			✓								
3	Business and Income Taxation (BINTAXA)				✓			✓								
4	Social Entrepreneurship, Responsibility and Sustainability (SUSTENT)				✓	✓										
5	Human Resource Management (HR-MGMT)			✓			✓	✓								
6	International Business Agreements (INBUSAG)	✓			✓			✓								
7	Business Case Development - Business Process (BIBCASE)	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

III.	Professional Courses	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	Project Management (PROJMGT)		✓	✓	✓		✓	✓		✓						
2	Managerial Accounting (ACCMANA)				✓			✓								
3	Enterprise Architecture (ENTARCH)						✓	✓	✓				✓	✓		
4	Database Modeling (DBMODEL)							✓	✓					✓		
5	Application Development Concepts (DEVTCON)							✓						✓		
6	Fundamentals of Descriptive Analytics (BAFDESC)	✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	✓	✓
7	Advanced Office Applications (ADVOFFC)							✓	✓					✓		
8	Database Programming (DBPROGM)							✓	✓					✓		
9	Business Accounting (BUSIACC)							✓								
10	Business Finance (BUSSFIN)							✓								
11	Applied Marketing (APPMKTG)							✓								
12	Applied Statistics (APPSTAT)							✓	✓							✓
13	Advanced Statistics (ADVSTAT)							✓	✓							✓
14	Introduction to Business Process (IBUSPRO)	✓	✓							✓		✓	✓			
15	Fundamentals of Descriptive Analytics (BAFDESC)	✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	✓	✓
16	Fundamentals of Predictive Analytics (BAFPRED)	✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	✓	✓
17	Fundamentals of Data Warehousing (BAFWARE)	✓	✓	✓	✓			✓	✓	✓		✓	✓	✓		
18	Fundamentals of Prescriptive Analytics (BAFPRES)	✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	✓	✓
19	Fundamentals of Business Analytics (BAFBANA)	✓	✓	✓	✓			✓	✓	✓		✓	✓	✓		

IV.	Electives	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	Professional Elective 1 (PROELC1)	✓	✓					✓	✓			✓	✓	✓		✓
2	Professional Elective 2 (PROELC2)	✓	✓					✓	✓			✓	✓	✓		✓
3	Professional Elective 3 (PROELC3)	✓	✓					✓	✓			✓	✓	✓		✓
4	Professional Elective 4 (PROELC4)	✓	✓					✓	✓			✓	✓	✓		✓

V.	Thesis	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	Analytics Final Project 1 (BIPROJ1)	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Analytics Final Project 2 (BIPROJ2)	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

VI.	Internship / Practicum	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	Analytics Internship (BAINTER)	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓