De La Salle – College of St. Benilde
School of Management and Information Technology
Leadership, Management and Entrepreneurship Cluster
Bachelor of Science in Business Administration –
Major in BUSINESS MANAGEMENT

Program Specification

Awarding Institution	De La Salle-College of St. Benilde
School	School of Management and Information Technology
Cluster	Leadership, Management and Entrepreneurship
Program Accreditation	Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU) Level III Re-accredited Status for 5 years valid until 2028. Commission on Higher Education Center of Excellence (CHED-COE) validity extension based on CMO 3 series of 2019 until the new guidelines are formulated.
Program Title	Bachelor of Science in Business Administration Major in Business Management
Program Rationale	De La Salle-College of Saint Benilde (DLS-CSB) traces its origin to the Career Development Program (CDP) of De La Salle University. The CDP, which was first offered in 1980, provided an opportunity for professionals who were short of an undergraduate degree to obtain a Bachelor of Science in Business Administration major in Business Management. The program was initially offered exclusively for working students up until AY 2021-2022. The revision will cover enrichment of subjects to a more focused instructional delivery catering the post pandemic competencies required by the stakeholders. Moreover, the Business Management program displays greater flexibility and inclusivity when it started to accept full-time non-working students as well. Courses are scheduled for both day and night classes to be able to continue accepting working students.
Program Goals	The program consists of several subjects that will render the graduates to be knowledgeable of the core Management functions. Among the highlight courses are: Strategic Management, Financial Management, Business Research, Business Intelligence, International Business, Operations Management, Project Management and Entrepreneurial Management. Upon completion of the program, the graduates are expected to exemplify competencies critical to effective and strategic performance of management functions toward innovation, digitalization, and sustainability to achieve the corporate mission-vision and uphold the highest standard of integrity, social responsibility and ethics of the organization.
Program Competencies	

| | Business Management students will learn to integrate the various management functional areas making them versatile professionals in any industry. Students will learn to:

a.) understand core business functions;
b.) practice critical thinking and practical application of business concepts through simulations, cases and interactive activities to support discussions on business theories;
c.) apply theories and practices regarding marketing, finance, operations, human resource management, strategic management and corporate social responsibility; and
d.) practice the profession profitably in a corporate setting or as a business owner.

The program should develop the following competencies among the students as follows:

a. Flexibility and Adaptability. An open mindset and being able to work, adjusting to new deadlines aligned with diversity.

b. Critical Thinking. Develop the business mindset and being able to think rationally and objectively for sound and informed decisions.

c. Communication and Emotional Intelligence. Human connection is needed in the workplace. Being able to communicate and maintain awareness of the situation and the mental state of others is crucial in any working environment.

d. Leadership. This will not only cover supervision but will include strategy communications and being open to feedbacks and comments from everyone in the organization.

e. Technological knowledge. The growing demand for digital skills is evident around the world. This will be cover enhancement of knowledge and skills development through data literacy, artificial intelligence, big data, the Cloud among others.

f. Creativity and innovation. The need to be creative and innovative will be the way businesses will operate in the future. This will teach resilience through challenges and opportunities present at a given situation. |
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| Program Outcomes | The curriculum will seek to address the following: |

	PO1. Execute highly-advanced strategic thinking, skills and values in analyzing and assessing information to adapt to current business trends and issues; PO2. Apply a mastery of the latest and in-depth professional competencies in critical problem-solving, decision-making, digitalization, sustainability, policy formulation and other business management practices; PO3. Display the ability to lead and exercise ethical actions with remarkable degree of initiative and self-direction to continuously enhance one's knowledge in business management using established sources of advanced information; PO4.Demonstrate professional oral, written and interpersonal communication skills to be able to effectively interact with all business stakeholders PO5. Work independently in a God-centered professional practice with excellence, integrity, creativity and innovation sensitive to inclusivity and social responsibility.
Academic Year Implementation	AY 2023-2024
Academic Year Revision	AY 2022-2023

COURSE SEQUENCE

TERM 1				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
ENTREPM	Entrepreneurship and Management	3	None	
CONWORL	Contemporary World	3	None	
BUSIACC	Business Accounting	3	None	
BICHECO	Bible and Church	3	None	
CSBLIFE	College of St. Benilde Life	(3)	None	
PATHFT1	Physical Activity towards Health and Fitness 1	2	None	
TERM 2				
HR-MGMT	Human Resource Management	3		
CRITHNK	Critical Thinking	3		
ACCMANA	Management Accounting	3	BUSIACC	
PURPCOM	Purposive Communication	3		
PATHFT2	Physical Activity towards Health and Fitness 2	2	PATHFT1	
NSTP-01	National Service Training Program 1	(3)		
TERM 3				
MANMARK	Marketing Management	3		
SUSTENT	Social Entrepreneurship, Responsibility & Sustainability	3		
FINAMGT	Financial Management	3	ACCMANA	
UNDSELF	Understanding the Self	3		
PATHFT3	Physical Activity towards Health and Fitness 3	2	PATHFT2	
NSTP-02	National Service Training Program 2	(3)	NSTP-01	

TERM 4				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
BUSECON	Business Economics	3	None	
SCITECH	Science Technology and the Society	3	None	
CAPMARK	Capital Markets	3	None	
GELECT1	Gen Ed Elective 1	3	None	
BMELEC1	Business Management Elective 1	3	None	
ARTAPRI	Art Appreciation	3		
PATHFT4	Physical Activity towards Health and Fitness 4	2	PATHFT3	
TERM 5				
PRJ-MGT	Project Management	3		
MATWRLD	Mathematics in the Modern World	3		
HRINREL	Industrial Relations	3		
GELECT2	Gen Ed Elective 2	3		
BMELEC2	Business Management Elective 2	3		
IETHICS	Ethics	3		
TERM 6				
BUSINRE	Business Research	3		
ASEANST	ASEAN Studies	3		
MAINSYS	Management Information System	3		
GELECT3	Gen Ed Elective 3	3		
BMELEC3	Business Management Elective 3	3		
OPTNMGT	Operations & Total Quality Management	3		

TERM 7				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
STRATGY	Strategic Management	3	BUSINRE	
READHIS	Readings in Philippine History	3	None	
SALEPRM	Sales Promotion Management	3	None	
BUSLAWS	Business Laws	3	None	
BMELEC4	Business Management Elective 4	3	None	
INBUSIN	International Business	3	None	
TERM 8				
BUSPROJ	Business Project	3	STRATGY	
JORIZAL	Life and Works of Rizal	3	None	
MARFRET	Marriage and Family	3	None	
BINTAXA	Business and Income Taxation	3	BUSLAWS	
BMELEC5	Business Management Elective 5	3	None	
TERM 9				
BPRCTUM	Business Management Practicum	6		
CSBGRAD	College of St. Benilde Graduating Students	(1)	CSBLIFE	

BUSINESS MANAGEMENT ELECTIVES				
FUNBANA	Fundamentals of Business Analytics	3		
SOCANLY	Social Media Analytics	3		
DIGIMAR	Digital Marketing	3		
FAMEBUS	Family and SME Business Management	3		
DESTHNK	Design and Systems Thinking	3		
LNSIGMA	Lean Six Sigma	3		
PRBSMGT	Public Relations for Business Management	3		
PLANDEO	Organizational Planning and Development	3		

GENERAL EDUCATION ELECTIVES (1-3)				
GE Elective 1: Domain - Social Sciences and Philosophy				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
REEXSPI	Religious Experience and Spirituality	3		
GE Elective 2: Domain - Arts and Humanities				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
PROFCOM	Professional Communication	3		
GLOBCOM	Global Communication	3		
GE Elective 3: Domain - Math, Science and Technology				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
INMAT-E	Investment Mathematics	3		
EVDYMAT	Everyday Mathematics	3		

CURRICULUM MAP

BSBA BUSINESS MANAGEMENT	SUBJECT CODE	PROGRAM LEARNING OUTCOME				
		P01	P02	P03	P04	P05
BUSINESS CORE						
Human Resources Management	HRMGMT	/	/	/	/	/
Social Entrepreneurship, Responsibility and Sustainability	SUSTENT	/		/		/
Business Economic	BUSECON	/	/	/	/	/
Business Research	BUSINRE	/		/		/
Operation & Production Management	OPTMGT	/	/	/	/	/
Strategic Management	STRATGY	/		/		/
Business Laws	BUSLAWS	/	/		/	/
International Business	INBUSIN	/	/	/	/	/
Business Project	BUSPROJ	/	/	/	/	/
Business and Income Taxation	BINTAXA	/	/	/	/	/
PROFESSIONAL COURSES						
Entrepreneurial Management	ENTREPM	/	/	/	/	/
Business Accounting	BUISIACC	/	/	/	/	/
Management Accounting	ACCMANA	/	/	/	/	/
Marketing Management	MANMARK	/	/	/	/	/
Financial Management	FINAMGT	/	/	/	/	/
Capital Markets	CAPMARK	/	/	/	/	/
Project Management	PRJ-MGT	/	/	/	/	/
Industrial Relations	HRINREL	/	/	/	/	/
Management Information System	MAINSYS	/	/	/	/	/
Sale and Promotions Management	SALEPRM	/	/	/	/	/
PRACTICUM						
Business Management Practicum	BMPRCTUM	/	/	/	/	/
LIST OF BUSINESS MANAGEMENT ELECTIVES						
Fundamentals of Business Analytics	FUNBANA	/	/	/	/	/
Social Media Analytics	SOCANLY	/	/	/	/	/
Digital Marketing	DIGIMAR	/	/	/	/	/
Family and SME Business Management	FAMEBUS	/	/	/	/	/
Design and Systems Thinking	DESTHNK	/	/	/	/	/
Lean Six Sigma	LNSIGMA	/	/	/	/	/
Public Relations for Business Management	PRBSMGT	/	/	/	/	/
Organizational Planning and Development	PLANDEO	/	/	/	/	/