

BACHELOR OF SCIENCE IN ENTREPRENEURSHIP

Program Description

The Bachelor of Science in Entrepreneurship Program prepares students to start and manage their own business. It aims to develop students who are committed to become entrepreneurs. It further hones their skills to identify opportunities, develop and prepare business plans and to start and manage their own business. The BS Entrepreneurship program will help aspiring entrepreneurs acquire the skills, values and attitudes that will increase their chances of success.

Program Educational Objectives:

Within three to five years after obtaining a bachelor's degree in BSBA Operational Management graduates are expected to:

1. Demonstrated a high degree of professionalism in operating or managing a flourishing business through exemplary management skills, knowledge, flexibility, and positive attitude.
2. Possessed operations management, negotiation, and decision-making skills essential in the practice of professional business operation in the Philippines and Asia Pacific.
3. Advanced in their field of expertise by confidently assuming managerial and bridging leadership positions in work, community, and organizations.
4. Pursued graduate studies, certifications, trainings in business and management; and/or other life-long learning opportunities to enhance professional skills.

Program Outcomes

By the time of graduation, the students of the program shall have develop the ability to:

1. Identify possible entrepreneurial venture and develop their respective profiles
2. Select the project to be developed into a business and prepare a business plan.
3. Operate and manage the enterprise as good governance, social responsibility are practiced and exercises moral and ethical standards.
4. Design wealth-sharing arrangements for participants (external and internal) in the value chain.
5. Understand and comply with the government policies, requirements and other engagements for the business start up.
6. Use appropriate decision tools, information and communication technology to critically, analytically, and creatively solve problems and drive results.
7. Implement the basic functions of management such as planning, organizing, staffing, directing, leading and controlling in pursuing business ventures to become productive and contributing members of society.
8. Use electronic commerce information and communications technology effectively and efficiently.
9. Function effectively as a member and/or leader in teams, preferably with multi-disciplinary composition.
10. Engage in independent learning for continual development as a business professional, while generating new knowledge and keeping abreast with the latest developments in the field of business.

11. Communicate effectively using both English and Filipino, orally and in writing.
12. Participate in the generation of new knowledge through research and development projects, the outputs of which should be useful to the society.

Admission Requirements

1. Graduate of ABM strand in senior high school. For non-ABM strand, a 3 unit course of Accounting for Non-Accountant must be passed in the first year.
2. Passing grade in the university's admission examination.
3. Passing the interview with the Department Chairperson.
4. Student must be creative in sourcing funds in order to finance the business.
5. Non-ABM SHS graduates must take Accounting 1 Bridging Course

Retention Policies

1. Students enrolled in BS Entrepreneurship program must not incur more than 24 units of failed subjects for the duration of their study. Otherwise, they will be advised to drop from the course.
2. Students should not fail in more than 2 major subjects in any given semester.
3. Must be able to defend the Business Plan before a panel of experts.

BACHELOR OF SCIENCE IN ENTREPRENEURSHIP
FIRST YEAR
First Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
ENTRP101	Entrepreneurial Behavior	3	3	0	0	3	3
ENTRP102	Opportunity Seeking	3	3	0	0	3	3
BMICRO	Basic Microeconomics	3	3	0	0	3	3
NSTP1	National Service Training Program 1	3	3	0	0	3	3
PED1	Physical Education 1 (Wellness and Fitness)	2	2	0	0	2	2
PCOM	Purposive Communication	3	3	3	0	0	3
RHIST	Readings in Philippine History	3	3	0	0	3	3
IRS1	Lasallian Spirituality	3	3	0	0	3	3
IGG	Group Guidance	1.5	1.5	0	0	1.5	1.5
	Total	21.5	21.5	3	0	24.5	24.5

Second Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
TQM	Operations Management and TQM	3	3	0	0	3	3
ENTRP103	Social Entrepreneurship	3	3	0	0	3	3
NSTP2	National Service Training Program 2	3	3	0	0	3	3
PED2	Physical Education 2 (Team Sports and Rhythmic Activities)	2	2	0	0	2	2
PSPEAK	Public Speaking in the Discipline	0	0	3	3	3	3
MATHMW	Mathematics in the Modern World	3	3	0	0	3	3
AGRI101	Agribusiness	3	3	0	0	3	3
IRS2	Christian Morality	3	3	0	0	3	3
	Total	20	20	3	0	23	23

SECOND YEAR
First Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
ENTRP104	Innovation Management	3	3	0	0	3	3
AGR116	Fisheries	3	3	0	0	3	3
ENTRP105	Market Research and Consumer Behavior	3	3	0	0	3	3
HRM	Human Resource Management	3	3	0	0	3	3
PED3	Physical Education 3 (Swimming and Recreation)	2	2	0	0	2	2
USELF	Understanding the Self	3	3	0	0	3	3
ETHICS	Ethics	3	3	0	0	3	3
ENTRP201	Negotiation	3	3	0	0	3	3
	Total	23		0	0	23	23

Second Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
ETOUR101	Tourism Business	3	3	0	0	3	3
ECULIN101	Culinary			3	3	3	3
COMLAW1	Business Law	3	3	0	0	3	3
ENTRP106	Pricing and Costing	3	3	0	0	3	3
PED4	Physical Education 4 (Individual and Dual Sports)	2	2	0	0	2	2
ARTAP	Art Appreciation	3	3	0	0	3	3
IRS3E	Religions, Religious Experiences, and Spirituality	3	3	0	0	3	3
	Total	17	17	3	0	20	20

THIRD YEAR

First Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
ENTRP107	Business Plan Preparation	3	3	0	0	3	3
ENTRP108	Financial Management	3	3	0	0	3	3
ENTRP201	Events Management	3	3	0	0	3	3
ENSCI	Environmental Science	3	3	0	0	3	3
GBOOKS	Great Books	3	3	0	0	3	3
STRAT100	Strategic Management	3	3	0	0	3	3
BLOGIC	Business Logic	3	3	0	0	3	3
	Total	21	21	0	0	21	21

Second Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
ENTRP109	Business Implementation 1: Product Development and Market Analysis	0	0	5	5	5	5
STS	Science, Technology, and Society	3	3	0	0	3	3
ENTRP203	E-Commerce	0	0	3	3	3	3
ENTRP204	Wholesale and Retail Sales Management	3	3	0	0	3	3
CWRLD	The Contemporary World	3	3	0	0	3	3
LITE	Living in the IT Era	0	0	3	3	3	3
	Total	9	9	11	11	20	20

FOURTH YEAR

First Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
ENTRP111	Programs and Policies on Enterprise Development	3	3	0	0	3	3
ENTRP205	Family Business Management	3	3	0	0	3	3
ENTRP206	Managing a Service Enterprise	3	3	0	0	3	3
IBT100	International Business and Trade	3	3	0	0	3	3
TXTN2	Business Taxation and Other Taxation Topics	3	3	0	0	3	3
RIZAL	Life, Works and Writings of Rizal	3	3	0	0	3	3
	Total	18	18	0	0	18	18

Second Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
ENTRP110	Business Implementation 2	5	5	0	0	5	5
	Total	5	5	0	0	5	5

PROFESSIONAL ELECTIVES

ENTRP201 Direct Marketing
 ENTRP202 E-Commerce
 ENTRP203 Microfinancing
 ENTRP204 Wholesale and Retail Sales Management
 ENTRP205 Managing Service Enterprise
 ENTRP206 Family Business Management

SUMMARY OF REQUIRED COURSES

Bachelor of Science in Entrepreneurship

	No. of Courses Required	Unit Equivalent	Total Units
General Education			
Purposive Communication		3	
Readings in Philippine History		3	
Mathematics in the Modern World		3	
Understanding the self		3	
Ethics		3	
Art Appreciation		3	
Science, Technology and Society		3	
The Contemporary World		3	
Rizal's Life and Works		3	
Group Guidance		1.5	
Lasallian Spirituality		3	
Christian Morality		3	
Environmental Science		3	
Great Books		3	
Business Logic		3	
Living in the IT Era		3	
Rizal's Life and Works		3	
Public Speaking in the Discipline		3	
Foreign Language		3	55.5
National Service Training Program (NSTP)			
Physical Education (PE) courses			
NSTP1		3	
NSTP2		3	
PE1		2	
PE2		2	
PE3		2	
PE4		2	14
Common Business and Management Courses (CBMEC)			
Operations Management (TQM		3	
Strategic Management		3	6
Entrepreneurship Core			
Entrepreneurial Behavior		3	
Opportunity Seeking		3	
Basic Microeconomics		3	
Social Entrepreneurship		3	
Innovation Management		3	
Market Research and Consumer Behavior		3	
Human Resource Management		3	
Business Law		3	
Pricing and Costing		3	
Business Plan Preparation		3	
Financial Management		3	
Business Implementation 1		5	
Programs and Policies on Enterprise Development		3	
International Business and Trade		3	
Business Implementation 2		5	
Business Taxation and Other Taxation Topics		3	52

Specialized Track

Agribusiness	3	
Fisheries	3	
Culinary	3	
Tourism Business	3	12

Electives

Negotiation	3	
Events Management	3	
E-Commerce	3	
Wholesale and Retail Sales Management	3	
Managing Service Enterprise	3	
Family Business Management	3	18
Total		157.5

**MAJOR COURSE DESCRIPTION
BACHELOR OF SCIENCE IN ENTREPRENEURSHIP****ENTRP101
ENTREPRENEURIAL
FOUNDATION****3 units
BEHAVIOR/**

Identify and be familiarized with the entrepreneurial traits, behaviors, and competencies; entrepreneurial management styles, ethics and duties and responsibilities. Be able to evaluate them to determine their level of predisposition to entrepreneurs. Be able to learn and appreciate the role of social responsiveness in being an entrepreneur and document socially responsible entrepreneurs and enterprises.

Students are expected to interview a successful local entrepreneur and to submit a written document of the sharing and learning.

**ENTRP102
OPPORTUNITY SEEKING****3 units**

Learn the steps and stages of project planning, evaluate external factors affecting entrepreneurial activities, internal factors important in identifying business opportunities as well as conduct an environmental scanning through various skills training. Be able to critically identify one business opportunity incorporating values on social responsibility and project planning and implementation.

The students are expected to implement and conduct one business-oriented project as a course requirement.

**ENTRP103
SOCIAL ENTREPRENEURSHIP****3 units**

This exploratory course prepares students to develop the mindset of the primacy of social mission over economic rewards in business. Learners are familiarized with diverse local and foreign social entrepreneurs and their business models of their organizations that will include social issue addressed, underserved segment assisted, sources of funding, partnership network, operating structures, and income generating activities through primary sources, case studies, lectures and meaningful classroom discussions.

The students are further challenged to integrate the key concepts learned from social entrepreneurial enterprises into their own businesses, which will be incorporated in the final output for the course.

**ENTRP104
INNOVATION MANAGEMENT****3 units**

This course focuses on the theory and practices of managing innovation in new and existing organizations. It covers concepts, practical tools, and techniques necessary for designing, developing, and managing innovation. This course integrates concepts from human resources, marketing, operations and information technology. Social as well as economic consequences of an innovation is also tackled.

At the end of the course, students should be able to explain the drivers, sources, types, and benefits of innovation. They should know how to collaborate with the customers and the members of the value chain, develop an innovation and a launch strategy, protect innovations and trade secrets, and organize for sustaining innovation.

Course Requirements:

1. Exposure trip after which students will be required to identify a service, product, or process innovation and;
2. Develop an idea for a new product, service, or process starting from idea generation to the presentation of the idea to potential investors.

**ENTRP105
MARKET RESEARCH AND CONSUMER
BEHAVIOR****3 units**

This is a 3 unit course that equips students with the knowledge to understand markets and consumers and to apply that analysis to guide companies and individuals in designing and promoting their product and services. This course emphasizes the development of specific and practical marketing expertise and skills, including the method of market research and the psychology of consumers.

The students are expected to design and manage a mock focus group, conduct customer survey, study how customers to understand how they feel and think and analyze market opportunity.

**ENTRP106
PRICING AND COSTING****3 units**

This 3 unit course establishes a foundation for effective pricing decisions by teaching key economic, analytical and behavioral concepts associated with costs, customer behavior and competition; introduces students to advanced pricing techniques that aim to create additional value. The course familiarizes students with the essential concepts and procedures pertaining to the development and function of cost accounting systems relevant to managerial decisions.

Students are expected to be analytical in the case studies that will support the theoretical analysis and enhance the intuition and conception on cost and pricing issues.

**ENTRP107
BUSINESS PLAN PREPARATION****3 units**

The course is aimed at assimilating the learners' aptitude in applying the business fundamental of central subjects, such as but not limited to human resources, product development, operations management, marketing and accounting in a well-written business plan. This subject is well grounded in quality products and services, sound management and human resources policies, well-established operations, strategic marketing mix and sensible financial statements, ratios and break-

even point. Each team, of not more than four, is set out to imbibe and live out the core Lasallian values by example and on paper, the culture of discipline as deadlines are met, and the standards of research as they carve out every detail of the business operations.

Students are expected to hurdle the mock defense at the end of the semester.

ENTRP108 3 units **FINANCIAL MANAGEMENT**

This course provides the synthesis of financial policy into a grand strategy which integrates organizational purpose and goals. This course is a three-unit subject, which aims to introduce the student to financial management as a function and role of finance, a vital aspect of a business organization. The course is an introduction to advanced finance subjects, to the preparation and presentation of feasibility studies, and as a core subject for all business programs.

ENTRP109 5 units **BUSINESS IMPLEMENTATION 1: PRODUCT DEVELOPMENT AND MARKET ANALYSIS**

With the paper defended and completed, an integrative course is strategy execution of the first three components of the Business Plan namely: Management, Technical, and Marketing aspects. All areas should be clearly identified and discussed.

The learners are tasked to present their Work Breakdown Structure (WBS) and Progress Reports (PR) for each aspect while reflecting the new reality that the start-up entrepreneur experiences. An entrepreneur's diary, aimed at determining how they go about the daily conduct of their business and capturing their insights, plans and future directions, is likewise asked of them. Doing an ocular visit to each business is an important undertaking done by the instructor at the end of the term.

Prerequisite: ENTRP107

ENTRP110 5 units **BUSINESS IMPLEMENTATION 2**

An integrative course is strategy execution of the two major components of the Business Plan, namely marketing and Financial Aspects, incorporating financial changes, changes in the market and new product or service launch. The learners are tasked to present their accomplished Self-Business Plan Assessment Tool, where they conduct their own evaluation as to the readiness of the paper and the business itself from the final evaluation that comes in the form of a Final Defense.

The students-entrepreneurs are to present their paper to the panelist to establish financial, marketing, organizational, technical and human resources integrity of the implemented business.

Prerequisite: ENTRP109

ENTRP111 3 units **PROGRAMS AND POLICIES ON ENTERPRISE DEVELOPMENT**

The focus of this course is on creating and managing a multi-stakeholder process that take place in the local and regional economy. Accepting that an enterprise is affected by internal and external interventions of several parties, this course will enable the students to engage with these stakeholders for sustainable local economic development. In this course entrepreneurship students will analyse the local economy and value chains in which local enterprise industries and clusters belong and analyse policies and develop instruments that support local businesses.

By the end of this course, students (1) Conduct a Fora to Invite an NGO and government agency which programs focus on MSME development (2) Field Visit on an actual enterprise success story developed through public and private stakeholders' interventions.

ETOUR101 3 units **TOURISM BUSINESS**

This course provides students with the fundamental knowledge concerning marketing, human resources management, financial management, destination planning, policy, environment and prospects in the tourism industry. Real life cases will also be discussed in order to give students a relatively comprehensive understanding of the tourism industry.

Students will also be exposed to different tourism destinations locally or abroad.

ECULIN101 3 units **CULINARY**

This 3-unit course covers essential principles and practices that prepare student-learners as competent professionals in the culinary field. It highlights new culinary trends, relevant standard of behavior, grasp of wide variety of cookery, and other related topics.

At the end of the course, students are expected to develop competency in that reflects deep commitment to good Christian values and excellence as they explore their career in the food service sector.

AGR101 3 units **AGRIBUSINESS**

The course gives students knowledge and practical application capabilities concerning management issues in agribusiness management such as perceptions, scope and size, input and production sectors, functions of management and decision making, marketing and marketing management, competition, budgeting, organization and legal structure, inventory management, basic accounting and economic principles involved, capital budgeting, and human resources management.

At the end of the course, students should have gained more knowledge on the course and be able to formulate, analyze, select, implement, and justify a particular management strategy.

AGR116 FISHERIES

3 units

The course provides an understanding of fisheries and the seafood industry. It covers fisheries management, fish prices, fish marketing, aquaculture, and current fisheries policy issues. It also covers other countries seafood industries.

At the end of the course, students should have a broader knowledge about fish and the fish business. After a visit to an aquaculture facility, students are expected to do "store surveys" and collect information on fish products and "consumer surveys" to collect information on consumer purchase behavior. Results will be used to develop a simple business plan.

IBT100 INTERNATIONAL BUSINESS AND TRADE

3 units

This Course will make students learn the basic principles of Global trade, importance of cultural, economic and political environment and the identification of international trade entry strategies to make companies competitive. There will also be application of these principles in the analysis of variety of cases and presentation of the same in class, develop a critical attitude in evaluation of appropriate strategy to be used in entering different types of globalized markets.

By the end of the course, the students are expected to submit and present a country profile highlighting export potential and benefits alongside with the identification of international market entry strategies and integrate environmental factors in formulating international marketing strategies.

ELECTIVES

NEGOTIATION

This course is aimed at developing analytical and communication skills that are necessary for successful business negotiations for future entrepreneurs. Equipped with basic knowledge of the different business opportunities, entrepreneurship students will be able to describe and be engaged with the three basic stages of negotiation, preparation, negotiating and post-negotiation implementation and evaluation. This course combines theoretical foundation of negotiation and practical experience through learning by doing.

By the end of the course the students will be (1) engaged in various activities including but not limited to group discussion, creative tasks (2) experience actual one-one negotiation transaction by presenting one business opportunity to a would-be client.

EVENTS MANAGEMENT

This course brings together the theoretical and practical applications of event planning. Students are required to plan, implement and conduct an analysis of an actual event. This course provides a synthesis of all planning, execution and post-event analysis. Such an event may be a benefit, arts and design industry event, entertainment event, trade show or an event in the fields of hospitality, marketing and advertising, or sports.

At the end of this course, students are expected to conceptualize and organize event/s and interact or negotiate with different individuals or organizations to put plans into actions

MICROFINANCING

This course provides an in-depth background on the related concepts, theories, principles and practices of microfinance as it is used for poverty alleviation, particularly in the developing countries. Emphasis is placed on understanding its structure, fundamental contemporary issues, and industry regulations inherent in this field.

At the end of the course, the students are expected to develop critical oral and written debate on the impact of the microfinance programs focused on the poorest clients.

E-COMMERCE

This course is intended to supply students with an overview of the electronic commerce through the global economy. The course introduces contemporary management philosophies as they have come to be used for the marketing, selling, and distribution of goods and services through the Internet, World Wide-Web, and other electronic media.

At the end of the course, students should be able to explain the differences between different types of e-commerce environments and how they are important in positioning and focusing the efforts of the organization. They should also see the importance of e-commerce in creating a strategic competitive advantage for an enterprise.

WHOLESALE AND RETAIL SALE MANAGEMENT

This 3-unit course presents an opportunity for Entrepreneurship students in the retail industry as they begin their journey in starting a business. Topics include various models of retail competition, pricing, advertising and promotion in retail selling, managing customers and supply chain and developing store layout and design. Since, management of the physical environment is considered as an important element in contributing to retail financial success and a valuable shopping experience.

At the end of the course, students' creativity and skills are developed as manifested in their end term requirement/projects of story board and mock-up. Students are required to study the wholesale and retail businesses in the community and will be required an actual window store exhibit.

FAMILY BUSINESS MANAGEMENT

Enables the student to explore and analyze how family businesses operate in the country. This course is designed to help students understand the strategy, environment, and decision-making processes most important for creating, owning, and successfully operating a small and family business. The course provides hands-on learning practicum through actual real-world scenarios that place students in the roles of entrepreneur, analyst, manager, and business owner.

At the end of the course, students should prepare and present a research project paper or strategic business plan for a family company which draws on knowledge acquired in the class.

MANAGING A SERVICE ENTERPRISE

This course discusses the issues and concerns to be faced by an entrepreneur embarking on a service business. Managing the customer interface focuses on how to manage all points at which customers interact with the company. This 3 unit course will discuss topics involving the teamwork between operations and HR to design effective processes, balancing service demand against productive capacity and empowerment of employees in service industry. Physical environment issues and alignment of people and HR strategies for outstanding service delivery are also to be dealt with. This course will tackle success and failure indicators in a service firm wherein Entrepreneurship students' analytical skills are to be tested and developed.

At the end of this course, students are required to prepare a written MARKSTRAT- SERVICES. This is a more advanced simulation that realistically models the market and competitive dynamics of service businesses. Lasallian values are to be emphasized in the creation of the strategies.