

San Beda College Alabang

College of Arts and Sciences

Bachelor of Science in Entrepreneurship

Program Study, Effective A.Y. 2021-2022

FIRST YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-US	Understanding The Self	3	
GEN-RP	Readings in Philippine History	3	
GEN-PC	Purposive Communication	3	
ECC111	Human Resource Management	3	
ECC112	Administrative and Office Management	3	
IES111	Business Marketing	3	
NSTP1	National Service Training Program	3	
PE1	Physical Activities towards Health and Fitness 1	2	
PEP1	Personality Development	1	
GE-RE	Religious Experiences and Benedictine Spirituality	3	
		27	

COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-MM	Mathematics in the Modern World	3	
ECC123	Opportunity Seeking	3	
ECC124	Basic Microeconomics	3	
IBS122	Business Communication	3	GEN-PC
IES122	Business Accounting	3	
IES123	IT Application Tools in Business	3	
NSTP2	National Service Training Program 2	3	NSTP1
PE2	Physical Activities towards Health and Fitness 2	2	PE1
PEP2	Human Relations Development	1	PEP1
THE01-NT	Jesus in the New Testament and Contemporary Times	3	
		27	

SECOND YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-ST5	Science, Technology and Society	3	
GENE-LIE	Living in the IT Era	3	
CBA214	Income Taxation	3	
ECC215	Financial Management	3	
ECC216	Managerial Accounting	3	IES122
ECC217	International Business and Trade	3	
IES214	Intermediate Macroeconomics	3	ECC124
PE3	Physical Activities towards Health and Fitness 3	2	PE1, PE 2
THE02-CH	The Church, Sacraments and its Mission	3	THE01-NT
		26	

COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-AA	Art Appreciation	3	
GEN-CW	The Contemporary World	3	
CBM221	Operation Management and TQM	3	
ECC228	Pricing and Costing	3	
ECC229	Law on Obligations and Contract	3	
EST221	Specialized Track 1	3	
IES225	Human Behavior in Organization	3	GEN-US
PE4	Physical Activities towards Health and Fitness 4	2	PE1, PE 2
GE-EBSOC	Ethics (Being and Society)	3	
		26	

THIRD YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GENE-GRB	Great books	3	
CBM312	Strategic Management	3	CBM221
ECC3110	Business Law and Taxation, with focus on Laws affecting Micro, Small, and Medium Enterprise	3	CBA214, ECC229
ECC3111	MARKET RESEARCH and Consumer Behavior	3	
EST312	Specialized Track 2	3	EST221
IES316	Statistical Analysis with Computer Software	3	
THE03-FAM	Marriage and Family Life	3	THE02-CH
		21	

COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-JR	The Life and Works of Rizal	3	
CBA326	Good Governance and Social Responsibility	3	
BPP321	Business Plan Preparation	3	ECC2211, ECC228
ECC3212	Innovation Management	3	
ECC3213	Social Entrepreneurship	3	
EST323	Specialized Track 3	3	EST312, EST221
EEL1	Professional Elective 1	3	
EEL2	Professional Elective 2	3	
		24	

FOURTH YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
BPI411	Business Plan Implementation I: Product Development	5	BPP321
EST414	Specialized Track 4	3	EST312, EST221, EST323
EEL3	Professional Elective 3	3	
EEL4	Professional Elective 4	3	
		14	

COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
BPI422	Business Plan Implementation II	5	BPI411, BPP321
ECC4214	Entrepreneurial Behavior	3	
ECC4215	Programs and Policies on Enterprise Development	3	
THE04-CST	Social Teachings of the Church and Benedictine Lay Apostolate	3	THE03-FAM
		14	

TOTAL NO. OF UNITS: 179

PROFESSIONAL ELECTIVES (12 Units)

CODE	TITLE	UNITS
BAE300	Franchising	3
EEL001	Export Marketing	3
BAE400	Direct Marketing	3
EEL002	Wholesale and Retail Sales Management	3
EEL003	E-Commerce	3
EEL004	Agribusiness	3
EEL005	Small Business Consulting / Business Development	3
EEL006	Microfinancing	3
EEL007	Venture Finance	3
EEL008	Supply Chain Management	3

CODE	TITLE	UNITS
EEL009	Managing a Manufacturing Enterprise	3
EEL010	Managing a Service Enterprise	3
EEL011	Creativity in Problem Solving	3
EEL012	Negotiation	3
EEL013	Events Management	3
EEL014	Hospitality Management	3
EEL015	Management of Technology	3
EEL016	Merger and Acquisition	3
EEL017	Entrepreneurial Leadership in an Organization	3
EEL018	Family Enterprise	3

SPECIALIZED TRACKS (12 Units)

CODE	TITLE	UNITS
ESTFT001	Fashion Technology	3
ESTPDD002	Product Design and Development	3
ESTCA003	Culinary Arts	3

CODE	TITLE	UNITS
ESTTB004	Tourism Business	3
ESTMAT005	Multimedia Arts and Technology	3

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2021 Curriculum

SUMMARY OF UNITS

GENERAL EDUCATION COURSES

CODE	TITLE	UNITS
GEN-US	Understanding the Self	3
GEN-RP	Readings in Philippine History	3
GEN-CW	The Contemporary World	3
GEN-MM	Mathematics in the Modern World	3
GEN-PC	Purposive Communication	3
GEN-AA	Art Appreciation	3
GEN-STC	Science, Technology and Society	3
GE-EBSOC	Ethics (Being and Society)	3
GEN-JR	The Life and Works of Rizal	3
GE-RE	Religious Experiences and Benedictine Spirituality	3
GENE-LIE	Living in the IT Era	3
GENE-GRB	Great books	3
		36

NATIONAL SERVICE TRAINING PROGRAM

CODE	TITLE	UNITS
NSTP1	National Service Training Program 1	3
NSTP2	National Service Training Program 2	3
		6

PHYSICAL EDUCATION COURSES

CODE	TITLE	UNITS
PE1	Physical Activities towards Health and Fitness 1	2
PE2	Physical Activities towards Health and Fitness 2	2
PE3	Physical Activities towards Health and Fitness 3	2
PE4	Physical Activities towards Health and Fitness 4	2
		8

COMMON BUSINESS AND MANAGEMENT COURSES

CODE	TITLE	UNITS
CBM221	Operation Management and TQM	3
CBM312	Strategic Management	3
		6

CORE ENTREPRENEURSHIP EDUCATION COURSES

CODE	TITLE	UNITS
ECC111	Human Resource Management	3
ECC112	Administrative and Office Management	3
ECC123	Opportunity Seeking	3
ECC124	Basic Microeconomics	3
CBA214	Income Taxation	3
ECC215	Financial Management	3
ECC216	Managerial Accounting	3
ECC217	International Business and Trade	3
ECC228	Pricing and Costing	3
ECC229	Law on Obligations and Contract	3
ECC3110	Business Law and Taxation, with focus on Laws affecting Micro, Small, and Medium Enterprise	3
ECC3111	Market Research and Consumer Behavior	3
ECC3212	Innovation Management	3
ECC3213	Social Entrepreneurship	3
ECC4214	Entrepreneurial Behavior	3
ECC4215	Programs and Policies on Enterprise Development	3
CBA326	Good Governance and Social Responsibility	3
BPP321	Business Plan Preparation	3
BPI411	Business Plan Implementation I: Product Development & Market Analysis	5
BPI422	Business Plan Implementation II	5
		64

SPECIALIZED TRACK

CODE	TITLE	UNITS
EST221	Track 1	3
EST312	Track 2	3
EST323	Track 3	3
EST414	Track 4	3
		12

PROFESSIONAL ELECTIVES

CODE	TITLE	UNITS
EEL001	Export Marketing	3
EEL002	Wholesale and Retail Sales Management	3
EEL003	E-Commerce	3
EEL004	Agribusiness	3
EEL005	Small Business Consulting / Business Development Services	3
EEL006	Microfinancing	3
EEL007	Venture Finance	3
EEL008	Supply Chain Management	3
EEL009	Managing a Manufacturing Enterprise	3
EEL010	Managing a Service Enterprise	3
EEL011	Creativity in Problem Solving	3
EEL012	Negotiation	3
EEL013	Events Management	3
EEL014	Hospitality Management	3
EEL015	Management of Technology	3
EEL016	Merger and Acquisition	3
EEL017	Entrepreneurial Leadership in an Organization	3
EEL018	Family Enterprise	3
BAE300	Franchising	3
BAE400	Direct Marketing	3
		12

THEOLOGY COURSE

CODE	TITLE	UNITS
THEO1-NT	Jesus in the New Testament and Contemporary Times	3
THEO2-CH	The Church, Sacraments, and its Mission	3
THEO3-FAM	Marriage and Family Life	3
THEO4-CST	Social Teachings of the Church and Benedictine Lay Apostolate	3
		12

PERSONALITY ENRICHMENT PROGRAM

CODE	TITLE	UNITS
PEP1	Personality Development	1
PEP2	Human Relations Development	1
		2

INSTITUTIONAL BUSINESS SUBJECTS

CODE	TITLE	UNITS
IBS122	Business Communication	3
IES111	Business Marketing	3
IES122	Business Accounting	3
IES123	IT Application Tools in Business	3
IES214	Intermediate Macroeconomics	3
IES225	Human Behavior in Organization	3
IES316	Statistical Analysis with Computer Software	3
		21

CHED Minimum	TITLE	UNITS
36	General Education Courses	36
6	National Service Training Program	6
8	Physical Education Courses	8
6	Common Business and Management Courses	6
49	Core Entrepreneurship Courses	64
12	Specialized Track	12
12	Professional Electives	12
	Theology	12
	Personality Enrichment Program	2
	Institutional Business Subjects	21
129	Total Number of Units Old Curriculum (158)	179