



COLLEGE OF BUSINESS ADMINISTRATION EDUCATION
BACHELOR OF SCIENCE IN ENTREPRENEURSHIP
COURSE OFFERINGS FOR SY 2022-2023

FIRST YEAR			
First Semester			
No major/professional subjects being offered in First Semester			
Second Semester			
ENT 121	Entrepreneurial Behavior	3.0	The course intends for students to experience the process of assessing the entrepreneurial competencies and evaluate the impacts and the value of the assessment in their future activities and be able to reflect their own entrepreneurial behavior and competencies which can be applied in the evaluation of entrepreneurial opportunities and in building entrepreneurial career.
SECOND YEAR			
First Semester			
ENT 211	Opportunity Seeking	3.0	This course will build competence for the students on how to spot an optimal opportunity as well as how to develop an opportunity profile for the said opportunity which will be evaluated.
Second Semester			
ENTE 221	Franchising	3.0	This course examines the complex world of franchising as well as the potential opportunities that this type of business endeavor can offer.

ENTE 222	E-commerce	3.0	This course deals with the opportunities that the e-commerce world can offer to the aspiring entrepreneurs.
ENT 222	Service Management	3.0	This course will examine some aspects and techniques on how achieve an efficient service system to the customer - a vital to capturing the market as well as establishing customer retention.
ENT 223	Innovation Management	3.0	This course examines the importance of innovation in the society as well as some optimal techniques on how to build an innovative mindset and culture.
ENTE 223	Supply Chain Management	3.0	This course examines techniques on how to build an efficient supply chain system for any type of business enterprise.
ENT 224	Agribusiness and Agrimarketing	3.0	This course examines the aspects of doing business with respect to agriculture including the opportunities it can provide as well as the proper marketing techniques for the selected business opportunity.

THIRD YEAR			
First Semester			
ENTE 311	Family Enterprise Management	3.0	This course examines the complex world of managing and organizing family enterprise - a type of enterprise where headwinds and challenges are prevalent.
ENT 225	Market Research and Consumer Behavior	3.0	This course examines some effective ways on how to understand and spot the correct market for a specific business or business opportunity.
ENT 311	Business Law and Taxation	3.0	This course examines the legalities of doing business in the Philippines particularly taxation and business laws.
ENT 312	Environment and Sustainable Entrepreneurship	3.0	This course examines the world of "green entrepreneurship" - an evolving business opportunity considering the increasing awareness on environmental conservation and management.
ENT 212	Pricing and Costing	3.0	This course examines techniques and styles on building a competitive pricing and costing strategy that would benefit both the customer and the seller.

Second Semester			
ENT 221	Programs and Policies on Enterprise Development	3.0	This course examines some existing policies and programs which intends to develop the entrepreneurial environment in the Philippines and the world.
ENT 313	Business Plan Preparation	3.0	This course allows the student to prepare a comprehensive plan for his or her planned business to establish.

ENT 322	Social Entrepreneurship	3.0	This course examines the connection between society and entrepreneurship considering the increasing awareness between the two.
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FOURTH YEAR			
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First Semester			
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ENT 321/L	Business Implementation 1	5.0	This course allows the student to implement his or her business plan, secure the permits and licenses needed, and manage the said business.
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Second Semester			
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ENT 411/L	Business Implementation 2	5.0	This course allows the students to continue managing the business where he or she can practice the entire aspect of business management as well as some strategies to manage profitability.
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