



ATENEUM DE MANILA
UNIVERSITY



PROGRAMME SPECIFICATION

Bachelor of Science in Management



Bachelor of Science in Management

Programme Specification

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Program Specification Overview

Awarding Body:	Ateneo de Manila University
Teaching Institution:	Ateneo de Manila University
Academic Unit:	Loyola Schools
Name of School:	John Gokongwei School of Management
Department:	John Gokongwei School of Management
Program Title:	Bachelor of Science in Management
Program Level:	Undergraduate
Name of Final Award:	Bachelor of Science in Management
Mode of Study:	Full-Time
Required Credit Units:	167 units (excluding PE and NSTP)
Medium of Instruction:	English
Length of Program:	4 years
Statutory body Accreditation:	PAASCU Level III CHED Center of Excellence CHED Autonomous University

Bachelor of Science in Management

The BS Management program is the largest program of the Ateneo de Manila University. The program is devoted to developing the next generation of high-impact entrepreneurs by giving students not just the theoretical frameworks but also the practical business experience that will maximize the potential of their business' success. This is done by creating a curriculum that highly focuses on the entrepreneurial and experiential courses that will expose students to every functional area of business that is needed for one to create his/her own business enterprise.

Admission Requirements

The Bachelor of Science in Management follows the minimum requirements set by the Loyola Schools Office of Admission and Aid

Retention Requirements

Sophomore	A cumulative QPI of 2.0 for LAS 50, IT Elective, ACCT 115, LAS 20, LLAW 111, ACCT 122, DECSC 25, LAS 111, and Statistics Elective
Junior	A cumulative QPI of 2.15 for LAS 50, IT Elective, ACCT 115, LAS 20, LLAW 111, ACCT 122, DECSC 25, LAS 111, Statistics Elective, FINN 117, MKTG 192.03 and OPMAN 120

Shifting Requirements

Students from other program are allowed to shift into the BS Management program at the end of the freshman year, right before the start of the intersession the following school year.

The following guidelines shall be applied in the screening of students for shifting into the BS Management program:

1. A cumulative QPI of 2.0
2. At least a grade of C in Math 10 (Math in the Modern World) and all other Math courses taken
3. If student came from an honors program with a higher math requirement (e.g. Math 31.1 and Math 31.2), the previous requirement may be waived

Students should submit the following requirements when they apply to shift into the BS Management program:

1. Letter of Intent addressed to the program director
2. Printed copy of student's grades from AISIS

Program Learning Outcomes

Core Curriculum Learning Outcomes (CCLO)	
CCLO 1	Demonstrates effective communication skills (listening and speaking, reading, and writing) in English and Filipino
CCLO 2	Evaluates information and issues in various spheres of life using mathematical reasoning and statistical tools to process and manage data
CCLO 3	Proposes ways to address pressing social and ecological problems using appropriate critical approaches and scientific methodologies
CCLO 4	Develops a creative and moral imagination that is responsive to contemporary global realities and challenges, but also deeply rooted in local histories, conditions, norms, and institutions
CCLO 5	Internalizes the significance and value of her/his own unique existence and purpose in life in light of Christian faith
CCLO 6	Discerns life choices with a keen awareness of ethical dilemmas and considerations
CCLO 7	Exemplifies a commitment to enhancing human life and dignity, especially of those who are excluded and in greatest need
CCLO 8	Practices a vision of leadership and committed citizenship rooted in Christian humanism
Program-Level Learning Outcomes (PLO)	
PLO 1	Develop a global perspective for use in nation building
PLO 2	Use interdisciplinary, analytical, and sustainable approaches to solving business problems
PLO 3	Use interdisciplinary, analytical, and sustainable approaches in creating innovative business models
PLO 4	Develop technical proficiency in their areas of business concentration or major
PLO 4.1	Formulate and Implement a micro-to-small enterprise
PLO 4.2	Find opportunities worth solving
PLO 4.3	Manage medium to large scale organizations
PLO 4.4	Apply soft skills related to working effectively in groups to achieve desired goals
PLO 5	Show an understanding of how to exercise personal moral and ethical standards
PLO 6	Demonstrate an understanding of transformative service leadership principles

Bachelor of Science in Management Curriculum (2020 version)

First Year					
First Semester		Units	Second Semester		Units
ENGL 11	PURPOSIVE COMMUNICATION	3	ENLIT 12	LITERATURE: GLOBAL VOICES AND ENCOUNTERS	3
FILI 12	PANITIKAN NG PILIPINAS	3	FILI 11	MALAYUNING KOMUNIKASYON	3
INTACT 11	INTRODUCTION TO ATENEO CULTURE AND TRADITIONS 11	0	HISTO 11	RIZAL AND THE EMERGENCE OF THE PHILIPPINE NATION	3
LAS 50	ENTREPRENEURIAL MINDSET	3	INTACT 12	INTRODUCTION TO ATENEO CULTURE AND TRADITIONS 12	0
MATH 10	MATHEMATICS IN THE MODERN WORLD	3	MATH 30.13	APPLIED CALCULUS FOR BUSINESS AND ECONOMICS I	3
PHYED 1	PHYSICAL EDUCATION 1	2	MATH 30.14	APPLIED CALCULUS FOR BUSINESS AND ECONOMICS II	3
SocSc 11	UNDERSTANDING THE SELF	3	NatSc 10.01	NATURAL SCIENCE, LECTURE	3
THEO 11	FAITH, SPIRITUALITY, AND THE CHURCH	3	NatSc 10.02	NATURAL SCIENCE, LABORATORY	1
	Total	18 (2)	PHYED 2	PHYSICAL EDUCATION 2	2
			Total		19 (2)
Second Year					
Interession		Units			
HISTO 12	READINGS IN PHILIPPINE HISTORY	3			
IT ELECTIVE	IT ELECTIVE	3			
	Total	6			
First Semester		Units	Second Semester		Units
ACCT 115	FINANCIAL ACCOUNTING	3	ACCT 122	COST ACCOUNTING	3
ArtAp 10	ART APPRECIATION	3	DECSC 25	CREATIVE THINKING AND INNOVATION MANAGEMENT	3

IE 1	INTERDISCIPLINARY ELECTIVE 1 - ENGLISH	3		LAS 111	STRATEGIC HUMAN RESOURCE MANAGEMENT	3
LAS 20	PHILIPPINE BUSINESS ENVIRONMENT: POLICIES AND PROGRAMS ON ENTERPRISE DEVELOPMENT	3		NSTP 11	NATIONAL SERVICE TRAINING PROGRAM 11	3
LLAW 111	BUSINESS LAW AND TAXATION	3		PHYED 4	PHYSICAL EDUCATION 4	2
PHILO 11	PHILOSOPHY: THE HUMAN CONDITION	3		STATISTICS ELECTIVE	STATISTICS ELECTIVE	3
PHYED 3	PHYSICAL EDUCATION 3	2		STS 10	SCIENCE, TECHNOLOGY, AND SOCIETY	3
	Total	18 (2)		SocSc 12	THE CONTEMPORARY WORLD	3
				THEO 12	THEOLOGY OF THE CATHOLIC SOCIAL VISION	3
					Total	21 (5)
Third Year						
<u>Intersession</u>		<u>Units</u>				
FLC 11	FOREIGN LANGUAGE AND CULTURE 11	3				
IE 2	INTERDISCIPLINARY ELECTIVE 2	3				
	Total	6				
<u>First Semester</u>		<u>Units</u>	<u>Second Semester</u>			<u>Units</u>
FINN 117	ENTREPRENEURIAL FINANCE	3		LAS 120	STRATEGIC MANAGEMENT	3
MKTG 192.03	MARKETING RESEARCH (MGMT)	3		LAS 140	SUSTAINABILITY AND SOCIAL RESPONSIBILITY	3
NSTP 12	NATIONAL SERVICE TRAINING PROGRAM 12	3		MKTG 111.03	ENTREPRENEURIAL MARKETING	3
OPMAN 120	PRODUCTION AND OPERATIONS MANAGEMENT	3		MKTG 145	ENTREP SERIES 1: PRODUCT DEVELOPMENT AND MARKET ANALYSIS	5
PHILO 12	PHILOSOPHY OF RELIGION	3		PHILO 13	ETHICS	3
SocSc 13	THE ECONOMY, SOCIETY, AND	3			Total	17

	SUSTAINABLE DEVELOPMENT					
THEO 13	A THEOLOGY OF MARRIAGE, FAMILY, AND VOCATION	3				
	Total	18 (3)				
Fourth Year						
Interession		Units				
ECON 110	PRINCIPLES OF ECONOMICS	3				
IE 3	INTERDISCIPLINARY ELECTIVE 3	3				
	Total	6				
First Semester		Units	Second Semester			Units
LAS 121	ENTREP SERIES 2: BUSINESS PLAN DEVELOPMENT	3	DLQ 10	DISCERNING LIFE QUESTIONS: TOWARDS LEADERSHIP AND COMMITMENT	3	
LAS 123	INTERNATIONAL BUSINESS AND TRADE	3	FREE ELECTIVE	FREE ELECTIVE	3	
LLAW 116	LABOR LAW AND SOCIAL LEGISLATION	3	LAS 122	ENTREP SERIES 3: BUSINESS PLAN IMPLEMENTATION	5	
MAJOR ELECTIVE	MAJOR ELECTIVE	3	LEAD/BUSETH ELECTIVE	LEADERSHIP AND BUSINESS ETHICS ELECTIVE	3	
MAJOR ELECTIVE	MAJOR ELECTIVE	3	MAJOR ELECTIVE	MAJOR ELECTIVE	3	
SocSc 14	POLITICS, GOVERNANCE, AND CITIZENSHIP	3	MAJOR ELECTIVE	MAJOR ELECTIVE	3	
	Total	18		Total	20	

Core Curriculum Learning Outcomes (CCLO) vs Ideal Ateneo Graduate

Ideal Ateneo Graduate	CCL O1	CCL O2	CCL O3	CCL O4	CCL O5	CCL O6	CCL O7	CCL O8
Develops the self and deepens self-awareness continuously (life-long learning) in the context of a community (Conscience)								
1. Exemplifies resourcefulness, creativity, respect and appreciation for rigor, scholarship, and love of learning		x	x	x				
2. Manages the self in diverse contexts -- private and public, while being aware of strengths, limitations, and role in society					x	x		
3. Demonstrates the capacity to discern the rightness and goodness of one's thoughts and actions, guided by an inner sense of purpose and a deep awareness of one's gifts and weaknesses	x				x	x	x	x
Engages the world while critically rooted in local sensibilities, local and global cultures, and social realities (cultural rootedness, global perspective) (Compassion)								
4. Critically evaluates how local history and conditions, contemporary events, and the Filipino heritage, in all its dimensions, shape the Filipino identity	x	x	x	x			x	x
5. Participates proactively and productively in national and global discourses, while remaining rooted in local culture and local social conditions	x		x	x			x	x
6. Participates in a global exchange of experiences to contribute to national and global development	x		x	x			x	x
7. Engages in productive dialogues with people from different cultures and different faiths	x	x	x	x			x	x

Ideal Ateneo Graduate	CCL O1	CCL O2	CCL O3	CCL O4	CCL O5	CCL O6	CCL O7	CCL O8
Uses the scientific spirit, the creative imagination, a continuing sustainable development perspective, and Christian values in becoming a leader and agent of change (academic excellence, sustainable development perspective) (Competence)								
8. Uses technical competencies, understanding of complexity, appreciation of local conditions, and global and sustainable development perspectives in analyzing contexts, solving problems, and making decisions	x	x	x	x		x	x	x
9. Reflects and acts with sensitivity, reason, and faith; consistent with Christian values that respect and recognize diverse creeds and spiritualities	x			x	x	x	x	x
10. Leads with passion, a sense of purpose, and critical intelligence, innovates in one's area of expertise, and in the process, facilitates dialogue and resolution of conflicts, and engages others	x		x	x	x	x	x	x
Develops a vision of personal and structural transformation, grounded in social awareness and in Ignatian spirituality that is strongly oriented to faith and justice (spiritual grounding, social involvement) (Commitment)								
11. Works with others to create a just and hopeful vision of the future, proceeding with integrity and conviction towards personal, structural, and institutional transformation grounded in Ignatian spirituality	x		x	x	x	x	x	x
12. Translates one's sense of service to involvement in the renewal of the Church and of society, especially work with the marginalized, at the frontiers or the peripheries	x		x	x	x	x	x	x
13. Reaches out with compassion to others as a result of a discerning spirit that comes from an awareness of one's own woundedness and the joy and hope that comes from a personal encounter with a merciful God	x				x	x	x	x

Program-level Learning Outcomes (PLO) vs Ideal Ateneo Graduate

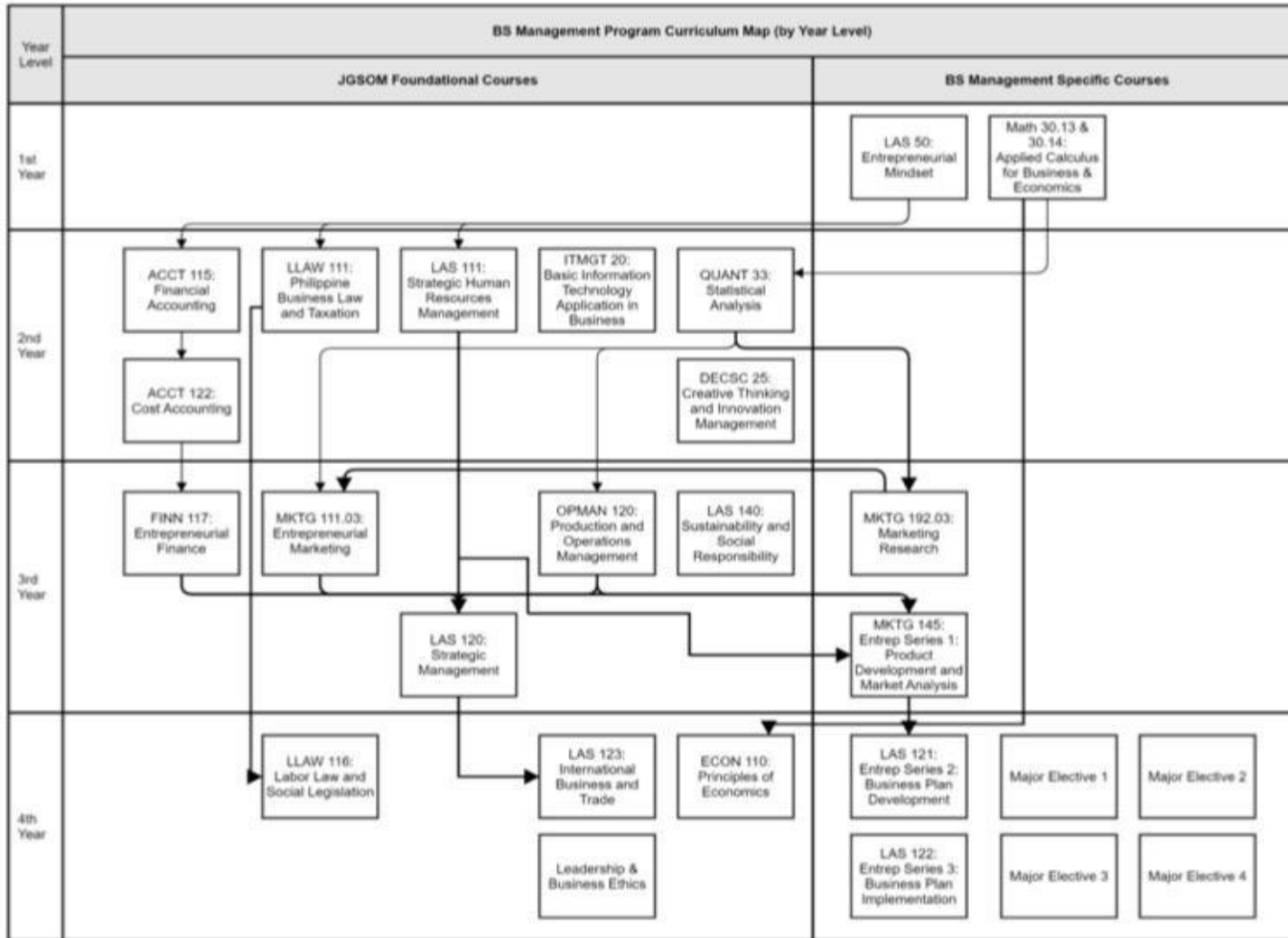
Ideal Ateneo Graduate	PLO 1	PLO 2	PLO 3	PLO 4.1	PLO 4.2	PLO 4.3	PLO 4.4	PL O5	PL O6
Develops the self and deepens self-awareness continuously (life-long learning) in the context of a community (Conscience)									
1. Exemplifies resourcefulness, creativity, respect and appreciation for rigor, scholarship, and love of learning		x	x	x	x	x	x		
2. Manages the self in diverse contexts -- private and public, while being aware of strengths, limitations, and role in society	x								
3. Demonstrates the capacity to discern the rightness and goodness of one's thoughts and actions, guided by an inner sense of purpose and a deep awareness of one's gifts and weaknesses									
Engages the world while critically rooted in local sensibilities, local and global cultures, and social realities (cultural rootedness, global perspective) (Compassion)									
4. Critically evaluates how local history and conditions, contemporary events, and the Filipino heritage, in all its dimensions, shape the Filipino identity									
5. Participates proactively and productively in national and global discourses, while remaining rooted in local culture and local social conditions	x								
6. Participates in a global exchange of experiences to contribute to national and global development	x	x	x	x	x	x	x		
7. Engages in productive dialogues with people from different cultures and different faiths									
Uses the scientific spirit, the creative imagination, a continuing sustainable development perspective, and Christian values in becoming a leader and agent of change (academic excellence, sustainable development perspective)									

Ideal Ateneo Graduate	PLO 1	PLO 2	PLO 3	PLO 4.1	PLO 4.2	PLO 4.3	PLO 4.4	PL O 5	PL O 6
(Competence)									
8. Uses technical competencies, understanding of complexity, appreciation of local conditions, and global and sustainable development perspectives in analyzing contexts, solving problems, and making decisions	x	x	x	x	x	x	x		
9. Reflects and acts with sensitivity, reason, and faith; consistent with Christian values that respect and recognize diverse creeds and spiritualities									
10. Leads with passion, a sense of purpose, and critical intelligence, innovates in one's area of expertise, and in the process, facilitates dialogue and resolution of conflicts, and engages others		x	x	x	x	x	x		
Develops a vision of personal and structural transformation, grounded in social awareness and in Ignatian spirituality that is strongly oriented to faith and justice (spiritual grounding, social involvement) (Commitment)									
11. Works with others to create a just and hopeful vision of the future, proceeding with integrity and conviction towards personal, structural, and institutional transformation grounded in Ignatian spirituality								x	x
12. Translates one's sense of service to involvement in the renewal of the Church and of society, especially work with the marginalized, at the frontiers or the peripheries								x	x
13. Reaches out with compassion to others as a result of a discerning spirit that comes from an awareness of one's own woundedness and the joy and hope that comes from a personal encounter with a merciful God								x	x

Core Curriculum Learning Outcomes (CCLO) vs Program-level Learning Outcomes (PLO)

	PLO 1	PLO 2	PLO 3	PLO 4.1	PLO 4.2	PLO 4.3	PLO 4.4	PLO 5	PLO 6
CCLO 1							x		
CCLO 2		x		x	x	x			
CCLO 3		x	x						
CCLO 4	x	x	x					x	
CCLO 5								x	x
CCLO 6								x	
CCLO 7								x	
CCLO 8								x	x

Curriculum Map



Major Courses to Program-level Learning Outcomes

Major Courses	Program-level Learning Outcomes								
	PLO 1	PLO 2	PLO 3	PLO 4.1	PLO 4.2	PLO 4.3	PLO4 .4	PLO 5	PLO 6
1st Year									
LAS 50			x	x	x		x		
Math 30.13		x							
Math 30.14		x							
2nd Year									
ACCT 115		x				x			
ACCT 122		x				x			
LAS 111		x				x	x		
LLAW 111		x				x	x		
ITMGT 20		x				x			
QUANT 33		x				x			
DECSC 25		x	x		x		x		
3rd Year									
FINN 117		x				x	x		
MKTG 192.03		x		x	x	x	x		
MKTG 111.03		x			x	x	x		
OPMAN 120		x				x	x		
LAS 120		x				x	x		
MKTG 145	x		x	x	x		x		
LAS 140	x	x			x		x	x	x
4th Year									
ECON 110		x							
LLAW 116		x					x	x	x
LAS 123	x						x		
Leadership & Business Ethics	x	x					x	x	x
LAS 121	x		x	x	x		x		
LAS 122	x		x	x	x		x		
Major Electives		x	x		x	x	x		

Course Offerings

LAS 50
ENTREPRENEURIAL MINDSET
3 units

Entrepreneurial Mindset is an elective course for students who are exploring careers as entrepreneurs in the future. Unlike other business courses that concentrate narrowly on a particular function or part of the business enterprise, it is general in nature and is oriented towards the individual as it focuses on identifying basic knowledge, key skills and the right mental attitude to be a successful entrepreneur.

MATH 30.13
APPLIED CALCULUS FOR BUSINESS AND ECONOMICS I
3 units
Prerequisite: MATH 21 for AB EC, AB MEC and BS ITE

MATH 30.13 and MATH 30.14 are two 3-unit courses on calculus taken by business and economics students. The two courses may be taken consecutively in one semester. Topics in MATH 30.13 include limits, continuity and derivatives of functions of one variable.

MATH 30.14
APPLIED CALCULUS FOR BUSINESS AND ECONOMICS II
3 units
Prerequisite: MATH 30.13

MATH 30.13 and MATH 30.14 are two 3-unit courses on calculus taken by business and economics students. The two courses may be taken consecutively in one semester. Topics in MATH 30.14 include integrals of functions of one variable and calculus of functions of several variables.

ACCT 115
FINANCIAL ACCOUNTING
3 units

The course focuses on the basic concepts of Accounting, primarily on the accounting cycle using the double entry system which includes: (1) identification of accounting transactions including the use of T-Accounts; (2) preparation of financial statements; and (3) discussion on the revenue cycle, the expense

cycle, the financing cycle and the investment cycle as they relate to the accounting system. Emphasis is on the use of accounting information for making business decisions. Whenever possible, quantitative approaches to illustrating accounting concepts is used.

ACCT 122
COST ACCOUNTING
3 units
Prerequisite: ACCT 111, 113, 115, or 120

The course is designed as an introduction to managerial and cost accounting, with special emphasis on its application to managerial decision making for strategic purposes. At the end of the course, the students should have a clear understanding and appreciation of the concepts, tools, and techniques necessary to address financial and strategic control problems typically faced by analysts, controllers, and managers. Areas covered include cost behavior, strategy in the context of managing financial decisions, and the nature of the interaction between strategic planning and managerial control.

LAS 111
STRATEGIC HUMAN RESOURCE MANAGEMENT
3 units

This course introduces the strategic perspective to be taken in harnessing the human resources of an organization. It highlights the strategic roles which the Human Resource function and professionals play in creating value and delivering results to the organization. It also studies various individual and group behaviors and organizational practices to enhance the students' awareness of the managerial and leadership skills needed for the effective performance of the organization.

LLAW 111
BUSINESS LAW AND TAXATION
3 units

In this course, students are introduced to basic business law concepts of Obligations and Contracts as well as common business transactions entered into such as sales, lease, loan and mortgage, donation, and the like.

The students are shown that these business transactions have tax and ethical consequences. Thereafter they are to appreciate and compute relevant taxes depending on the transaction.

ITMGT 20
BASIC INFORMATION TECHNOLOGY APPLICATIONS IN BUSINESS
3 units

This course is a practical application of MS Office Programs to business needs, such as Word's desktop publishing features and organizing and analyzing data for linear programming using Excel. Topics may include creating a webpage and maximizing the utility of the World Wide Web with FTP.

QUANT 33
STATISTICAL ANALYSIS
3 units

This course discusses the basic concepts and quantitative techniques used in statistical analysis toward the application of these principles in specific problems in managerial research and decision making. This covers research design, descriptive statistics, inferential statistics, and multivariate analysis of statistical relationships, with an emphasis on explaining statistical relationships.

DECSC 25
CREATIVE THINKING AND INNOVATION MANAGEMENT
3 units

This course provides students with an understanding of how creativity and innovation can be facilitated and managed in a work setting. Students learn theoretical conceptualizations of creativity and innovation as well as practical applications involved in fostering creativity and innovation in the workplace. This course equips students with an understanding of the main issues in the management of innovation in general and an appreciation of the relevant skills needed to manage innovation at both strategic and operational levels.

FINN 117
ENTREPRENEURIAL FINANCE

3 units
Prerequisite: ACCT 110, 111, 113, 115 or 120

The course builds on the concepts of finance learned in the basic accounting and finance courses that have relevance to the entrepreneurial venture from start-up to "harvest". While we are interested in the entrepreneur as a person, we are even more interested in the entrepreneurial process. The central focus of the course is to gain an understanding of the financing of entrepreneurial ventures.

MKTG 192.03
MARKETING RESEARCH (MGMT)
3 units

This course provides a basic introduction to Marketing followed by a comprehensive overview of Marketing Research. Topics include key concepts and processes of Marketing Research as well as the various techniques (such as data gathering and sampling techniques) and their applications. The course also covers research design and the use of both qualitative and quantitative methods for gathering, analyzing, and interpreting research data. Students gain an appreciation of the importance of marketing research as a valuable aid to decision making

MKTG 111.03
ENTREPRENEURIAL MARKETING (MGMT)
3 units

Through this course, the management student learns to identify consumer needs, to satisfy these needs in the form of entrepreneurial products or services, to quantify the risks of offering these new products or services to the market, and to evaluate the resulting projects in terms of societal priorities and well-being of the larger community.

OPMAN 120
PRODUCTION AND OPERATIONS MANAGEMENT
3 units

This course is an introduction to the various elements, relevant concepts, and tools of production and operations management,

providing an integrated framework for understanding the field and its importance in the success of a business.

LAS 120
STRATEGIC MANAGEMENT
3 units

Prerequisites: LAS 111/111.3, MKTG 111/111.03, FINN 113/115/117, OPMAN 120/125

This course gives the big picture, integrating all other business courses – accounting, finance, marketing, production, operations, human resource, and information systems – as well as other non-business courses, taken in the course of your study program. Strategic management is used to chart the future directions of different types of organizations. The center of attention is the firm – the industry and the competitive environment in which it operates, its long

MKTG 145
ENTREP SERIES 1: PRODUCT DEVELOPMENT AND MARKET ANALYSIS

Pre-requisites: FINN 117, OPMAN 120, MKTG 111.03, LAS 111

LAS 140
SUSTAINABILITY AND SOCIAL RESPONSIBILITY
3 units

This course discusses the evolving concepts, models, and tools of sustainability and social responsibility, particularly as applied to organizations and enterprises; the role of stakeholder engagement in this field; thinking in systems; sustainability leadership and its ethical implications. It looks into current paradigms, such as Creating Shared Value and Circular Economy. The concepts and principles are illustrated with the help of examples and cases in business and industry.

ECON 110
PRINCIPLES OF ECONOMICS
3 units

This is an introduction to the basic concepts and methods in microeconomics and macroeconomics. Topics include the methodology of economics, supply and

demand analysis, modeling the behavior of households and firms, types of markets, the role of the government, and the performance of the economy as a whole.

LLAW 116
LABOR LAW AND SOCIAL LEGISLATION
3 units
Prerequisite: LLAW 111 or LLAW 113

This course is an introduction to the basic principles in labor laws and the dynamics involved in labor legislation to effect societal change, as well as techniques in negotiating and bargaining with employees and labor unions.

LAS 123
INTERNATIONAL BUSINESS AND TRADE
3 units
Prerequisite: MKTG 111/111.03

This course is a study of the strategic aspects of businesses that operate across national borders, focusing on the international while anchored on the local environment. Topics include realities of global competition, multinational firms in the ASEAN region and in the other developing countries, identification and assessment of the forces that shape the international economic environment, and the impact of information technology, electronic communication, and ecology.

LAS 121
ENTREP SERIES 2: BUSINESS PLAN DEVELOPMENT
3 units
Pre-requisites: LAS 111, FINN 113/115, OPMAN 120/125, MKTG 111/111.03

This course (along with Entrep Series 3) serves as the capstone, integrative courses for graduating seniors in management-oriented concentrations. Unlike other business courses that concentrate narrowly on a particular function or a piece of the business – accounting, finance, marketing, production, human resources, or information systems, strategic management is a big picture course. The center of attention is the total enterprise – the industry and competitive environment in which it operates its long-term direction

and strategy, its resources and competitive capabilities, and its prospects for success.

LAS 122

**ENTREP SERIES 3: BUSINESS PLAN
IMPLEMENTATION**

5 units

Prerequisite: LAS 121

This course is the culmination of the 3-part capstone, integrative courses for graduating seniors in management-oriented concentrations. Unlike other business courses that concentrate narrowly on a particular function or a piece of the business — accounting, finance, marketing, production, human resources, or information systems, strategic management is a big picture course. The center of attention is the total enterprise — the industry and competitive environment in which it operates its long-term direction and strategy, its resources and competitive capabilities, and its prospects for success.



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