



List and Description of Research Courses Required in the Curricula of the Program

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BSBA major in Business Management

COURSE CODE	COURSE DESCRIPTION
BACN09B Business Research Methods and Techniques (Chapters 1-3)	The Business Research Methods course provides the theoretical and practical preparation for business research. The course covers the necessary skills and requirements for a literature review, qualitative and quantitative methods, data gathering procedure, and sampling methods among others. This course prepares the student to write a research proposal in addition to the pragmatics of ethics and project management.
BBMN08B Business Research II (Chapters 4-5)	The Business Research Methods course provides the theoretical and practical preparation for business research. The course covers the necessary skills and requirements for a literature review, qualitative and quantitative methods, data gathering procedure, and sampling methods among others. The objective of this course is to prepare the students convert a full chapter manuscript into a publishable format through IMRaD.
BBMN02B Business Opportunity (With Product Feasibility)	Business opportunity course is focused on seeing and converting an idea, or someone else's situation, or community abundant resources into a more productive and profitable business undertaking. Students are expected to develop a new product and it is required to present to the panel of experts representing the academe and industry at the end of the semester.

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	<p>This course is a prerequisite for feasibility study and entrepreneurial management courses. Thus, all students enrolled in a class will be clustered into four (4) members in a group starting from this course until the implementation period.</p>
BACN10B - Feasibility Study	<p>This subject is designed to train students on how to prepare a project feasibility study which is needed before starting a new project, developing a new product or service, establishing a new business, or upgrading and modifying existing businesses. This consists of looking into the different components of a project such as: marketing, technical, management and even its socio-economic implication. Students will prepare and present their project feasibility study to a panel of experts during the last term of the semester as major requirement of the course.</p>
BBMN07B Strategic Management	<p>This course will familiarize the students with the importance of strategic management and business policy formulation on the survival and success of the firm. It includes environmental scanning, strategy formulation, strategy implementation, and evaluation and control. It emphasizes monitoring and evaluating the external opportunities and threats in light of a corporation's strengths and weaknesses.</p>
PRTN01B Practicum (with Business Paper)	<p>The essential part of the practicum is that students apply classroom-based learning and theories with real-world application and skills developed through professional linkages and networks. Practicum also brings a hand-full benefits to students, while finishing a degree and when seeking a career path after the graduation.</p>

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**Lyceum of the Philippines University
Manila Campus**



	<p>The students are required to complete 400 hours of service to a designated company, of which, and 200 hours will be used for research data gathering and writing with a total of 600 hours. The students are also required to submit a written evaluative report or a critique of the business operations of the company, in order for them to write in form of a marketing plan/business research paper/advertising campaign/strategic management paper that is related and relevant to the firm's product or service. The Business Paper will be orally presented and defended by the students before the panel of experts. The panel of experts is composed of three (3) members with one or two faculty members of the department and one or two representatives from the company where the students were assigned.</p>
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