



WESLEYAN UNIVERSITY-PHILIPPINES

Cushman Campus
Mabini Extension, Cabanatuan City
Philippines, 3100

COURSE SYLLABUS

COURSE DETAILS

College	College of Engineering and Computer Technology
Program	BS in Information Technology
Course Code	ITPC19
Course Title	Fundamentals of Data Warehousing and Data Mining
Pre-requisite/s	None
Co-requisite/s	None
Number of Units	2 units lecture, 3 units laboratory
Number of Hours Per Week	3 hours per week lecture, 3 hours per week laboratory
Course Description	This course introduces the concepts and techniques of data warehousing and data mining. Students will learn about the architecture, design, and implementation of data warehouses, as well as the various data mining techniques used for data analysis and knowledge discovery. The course will also cover data visualization, ethics and privacy concerns, business intelligence, and project management for data warehousing and data mining projects.
Program Outcomes	<ol style="list-style-type: none">Analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.Design, implement and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline,Communicate effectively in a variety of professional contexts,Recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles,Function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline, andIdentify and analyze user needs and to take them into account in the selection, creation, integration, evaluation and administration of computing-based systems.



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Course Outcomes	<p>At the end of the course, the student should be able to:</p> <ol style="list-style-type: none">1. Understanding of the concepts and architecture of data warehousing, including the design, implementation, and maintenance of data warehouses.2. Knowledge of Data Mining Techniques: Students should be familiar with various data mining techniques, including association rule mining, clustering, decision trees, predictive modeling, text mining, and social network analysis.3. Ability to Visualize and Analyze Data: Students should have a good understanding of data visualization techniques and be able to apply them to analyze and interpret data.4. Hands-on Experience with Data Warehousing and Data Mining: Through a hands-on project, students should have the opportunity to apply what they have learned in the course and gain practical experience in data warehousing and data mining.5. Awareness of Ethics and Privacy Issues: Students should be aware of the ethical and privacy concerns associated with data warehousing and data mining and understand the importance of regulatory compliance.6. Understanding of Business Intelligence: Students should understand business intelligence and its role in supporting decision making.7. Project Management Skills: Students should develop project management skills, including project planning, scheduling, and budgeting.8. Application of Data Warehousing and Data Mining in Real-world Settings: Through case studies and a hands-on project, students should have the opportunity to apply their knowledge of data warehousing and data mining to real-world scenarios.
Reference/s	<ul style="list-style-type: none">• Kimball, R., & Ross, M. (2013). <i>The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling</i>. John Wiley & Sons.• Han, J., & Kamber, M. (2006). <i>Data Mining: Concepts and Techniques</i> (2nd ed.). Morgan Kaufmann.• Witten, I. H., Frank, E., Hall, M. A., & Pal, C. J. (2016). <i>Data Mining: Practical Machine Learning Tools and Techniques</i> (3rd ed.). Morgan Kaufmann.• Foster, J., & Laiton-Donaghue, C. (2018). <i>Big Data Analytics: A Practical Guide for Managers</i>. Kogan Page Publishers.



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MISSION

For the glory of God, Wesleyan University -Philippines provides quality education imbued with Wesleyan spirituality to produce competent and conscientious graduates committed to the healing of persons and the renewal of the whole creation.

VISION

As a Filipino and a Methodist university, WU-P fosters God's vision for humanity through academic excellence, innovative research, transformative leadership, and care for environment, imbued with social holiness.

CORE VALUES

Accountability, Compassion, Competent, Unity and Spirituality

PROGRAM EDUCATIONAL OUTCOME

1. Analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.
2. Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.
3. Communicate effectively in a variety of professional contexts.
4. Recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles.
5. Function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline.
6. Identify and analyze user needs and to take them into account in the selection, creation, integration, evaluation, and administration of computing-based systems.



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COURSE OUTLINE

Schedule	Learning Outcomes	Topics	Mode of Delivery	Learning Activities	Assessment Tools	Required Readings
Week 01	Upon completion, students will be able to: <ul style="list-style-type: none">Understanding data warehousing concepts, including the architecture, design, and implementation of data warehouses.	Introduction to Data Warehousing <ul style="list-style-type: none">Introduction to WUP Mission, Vision, Goal and Core ValuesOverview of Data Warehousing and its importanceArchitecture of Data WarehouseDesigns of Data Warehouse	Synchronous	Online meetings Lecture	Self-assessment questions and exercises Online quiz	Kimball, R., & Ross, M. (2013). <i>The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling</i> . John Wiley & Sons.
Week 02	Upon completion, students will be able to: <ul style="list-style-type: none">Understand data warehouse architecture, including the design and implementation of data warehouses.Knowledge of Data Warehouse Components: Students will be familiar with the various components of a data warehouse, including data marts, data integration tools, and metadata management systems.Ability to Design a Data Warehouse Architecture: Students will be able to design	Data Warehouse Architecture <ul style="list-style-type: none">Dimensions and FactsStar and Snowflake SchemasPhysical Architecture of a Data Warehouse	Synchronous	Online meetings Video presentation Lecture	Self-assessment questions and exercises Online quiz Assignment	Kimball, R., & Ross, M. (2013). <i>The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling</i> . John Wiley & Sons.



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	<p>and implement a data warehouse architecture that meets the requirements of a given scenario.</p> <ul style="list-style-type: none">• Understanding of Data Warehouse Scalability: Students will learn about techniques for scaling data warehouses to meet increasing data volume and complexity.• Awareness of Data Warehouse Security: Students will be familiar with security measures for data warehouses, including access control, encryption, and auditing.• Knowledge of Emerging Technologies in Data Warehousing: Students will be aware of emerging technologies in data warehousing, including cloud-based data warehousing, big data, and the Internet of Things.• Hands-on Experience with Data Warehouse Tools: Students will gain hands-on experience with data warehouse tools and technologies, including database management systems, data integration tools, and data warehousing				
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	software.					
Week 03	Upon completion, students will be able to: <ul style="list-style-type: none">• understand about the principles of data warehouse design, including data normalization, dimensional modeling, and schema design.• design a data warehouse schema that meets the requirements of a given scenario.• understand how to optimize the performance of data warehouses, including indexing, partitioning, and aggregation.• familiar with security measures for data warehouses, including access control, encryption, and auditing.• gain hands-on experience with data warehouse tools and technologies, including	Data Warehouse Design <ul style="list-style-type: none">• ETL (Extract, Transform, Load) Process• Data Warehousing Methodologies• Design Considerations for a Data Warehouse.	Synchronous	Online meetings Video presentation Lecture	Self-assessment questions and exercises Online quiz Assignment	Kimball, R., & Ross, M. (2013). <i>The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling</i> . John Wiley & Sons.



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	<p>database management systems, data integration tools, and data warehousing software.</p> <ul style="list-style-type: none">• understand the role of data warehousing in a business context, and be able to apply data warehousing techniques to support business objectives.• evaluate and choose appropriate data warehouse technologies for a given scenario.• apply their knowledge of data warehouse design to real-world scenarios.					
Week 04	<p>Upon completion, students will be able to:</p> <ul style="list-style-type: none">• understand data warehouse architecture, including the design and implementation of data warehouses.• familiar with the techniques for implementing data warehouses, including data extraction, transformation, and loading (ETL), and metadata management.• implement a data warehouse architecture, including designing and populating the schema, setting up data	<p>Data Warehouse Implementation</p> <ul style="list-style-type: none">• Tools for Data Warehouse Implementation• Performance Tuning Techniques• Data Warehouse Maintenance and Upgrades	Synchronous	<p>Online meetings Video presentation Lecture</p>	<p>Self-assessment questions and exercises Online quiz Assignment</p>	<p>Kimball, R., & Ross, M. (2013). <i>The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling</i>. John Wiley & Sons.</p>



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	<ul style="list-style-type: none">integration processes, and configuring security measures.understand how to optimize the performance of data warehouses, including indexing, partitioning, and aggregation.Students will be familiar with security measures for data warehouses, including access control, encryption, and auditing.aware of emerging technologies in data warehousing, including cloud-based data warehousing, big data, and the Internet of Things.gain hands-on experience with data warehouse tools and technologies, including database management systems, data integration tools, and data warehousing software.					
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Schedule	Learning Outcomes	Topics	Mode of Delivery	Learning Activities	Assessment Tools	Required Readings
Week 05	Upon completion, students will be able to: <ul style="list-style-type: none">understand the concepts of data mining, including the process of data mining, data types, and data quality.	Introduction to Data Mining <ul style="list-style-type: none">Overview of Data Mining and its importanceData Mining ProcessTypes of Data Mining	Synchronous	Online meetings	Self-assessment questions and exercises	Han, J., & Kamber, M. (2006). Data Mining: Concepts and Techniques (2nd ed.). Morgan Kaufmann.



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	<ul style="list-style-type: none"> • familiar with the techniques of data mining, including association rule mining, clustering, classification, and regression. • evaluate and choose appropriate data mining techniques for a given dataset. • understand the role of data mining in a business context, and be able to apply data mining techniques to support business objectives. • aware of emerging technologies in data mining, including deep learning, big data, and the Internet of Things. • understand the importance of data privacy and security in data mining, and be familiar with methods for protecting sensitive data during the data mining process. • understand the limitations of data mining, including the need for accurate data and the potential for overfitting. 			presentation Lecture	Assignment	
Week 06						<i>Preliminary Exam</i>
Week 07	<p>Upon completion, students will be able to:</p> <ul style="list-style-type: none"> • understand data mining algorithms, including association rule mining, clustering, classification, and regression. • familiar with the techniques of data mining, including decision trees, artificial neural networks, and support vector machines. • implement data mining algorithms in practice, including writing code to build and evaluate data mining models. 	<p>Data Mining Techniques</p> <ul style="list-style-type: none"> • Association Rule Mining • Clustering • Decision Trees • Neural Networks 	Synchronous	<p>Online meetings</p> <p>Video presentation</p> <p>Lecture</p>	Performance	Han, J., & Kamber, M. (2006). Data Mining: Concepts and Techniques (2nd ed.). Morgan Kaufmann.



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	<ul style="list-style-type: none">understand the metrics used to evaluate the performance of data mining models, including accuracy, precision, recall, and F1 score.gain hands-on experience with data mining tools and technologies, including machine learning software, data visualization tools, and data analysis tools.understand the process of model selection and validation in data mining, including the use of cross-validation and the evaluation of model performance.evaluate and choose appropriate data mining techniques for a given dataset.					
Week 08	Upon completion, students will be able to: <ul style="list-style-type: none">understand the concepts of predictive modeling, including the difference between supervised and unsupervised learning, and the role of predictive models in data analysis.familiar with the techniques of predictive modeling, including regression, decision trees, and artificial neural networks.implement predictive models in practice, including writing code to build and evaluate predictive models.understand the metrics used to evaluate the performance of predictive models, including accuracy, precision, recall, and F1 score.gain hands-on experience with predictive modeling tools and technologies, including	Predictive Modeling <ul style="list-style-type: none">Linear RegressionLogistic RegressionTime Series AnalysisMarket Basket Analysis	Synchronous	Online meetings Video presentation Lecture	Self-assessment questions and exercises Online quiz	



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	<ul style="list-style-type: none">• machine learning software, data visualization tools, and data analysis tools.• familiar with the techniques used to preprocess data for predictive modeling, including data cleaning, feature selection, and data normalization.• understand the process of model selection and validation in predictive modeling, including the use of cross-validation and the evaluation of model performance.• evaluate and choose appropriate predictive models for a given dataset.• understand the concept of overfitting and the role of regularization in preventing overfitting in predictive models.					
Week 09	Upon completion, students will be able to: <ul style="list-style-type: none">• understand the concepts of text mining, including text representation, text preprocessing, and text analysis.• familiar with the techniques of text mining, including text classification, text clustering, and text summarization.• implement text mining algorithms in practice, including writing code to build and evaluate text mining models.• familiar with the techniques used to preprocess text data for text mining, including tokenization, stemming, and stop word removal.• understand the techniques used to represent text data for text mining, including bag-of-words, n-grams, and term	Text Mining <ul style="list-style-type: none">• Text Mining Techniques• Sentiment Analysis• Topic Modeling	Synchronous	Online meetings Video presentation Lecture	Performance Online quiz	



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	<p>frequency-inverse document frequency (TF-IDF).</p> <ul style="list-style-type: none">evaluate and choose appropriate text mining techniques for a given text dataset.					
Week 10	<p>Upon completion, students will be able to:</p> <ul style="list-style-type: none">understand the concepts of data visualization, including the role of visual.familiar with the techniques of data visualization, including bar charts, line charts, scatter plots, and heat maps.implement data visualizations in practice, including writing code to build and customize visualizations using data visualization libraries and tools.understand the best practices for data visualization, including the use of color, design principles, and the effective use of visual encodings.familiar with the techniques used to preprocess data for data visualization, including data cleaning, data normalization, and data transformation.understand the role of data visualization in exploratory data analysis, including the use of visualizations to identify patterns and relationships in data.evaluate and choose appropriate data visualizations for a given data set, considering the type of data, the nature of the analysis, and the intended audience.	<p>Data Visualization</p> <ul style="list-style-type: none">Types of VisualizationsTools for Data VisualizationBest Practices for Data Visualization	Synchronous	<p>Online meetings Video presentation Lecture</p>	<p>Performance</p>	



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Week 11	Upon completion, students will be able to: <ul style="list-style-type: none">understand the concepts of big data, including the challenges and opportunities posed by big data, and the impact of big data on organizations and society.familiar with the techniques of big data analytics, including data warehousing, data mining, machine learning, and statistical analysis.implement big data analytics algorithms in practice, including writing code to process, analyze, and visualize big data.be familiar with the techniques used to preprocess big data for analysis, including data cleaning, data normalization, and data transformation.understand the use of big data analytics for predictive modeling, including the implementation of machine learning algorithms and the evaluation of model performance.	Big Data Analytics <ul style="list-style-type: none">Overview of Big DataBig Data Processing TechnologiesBig Data Analytics Techniques	Synchronous	Online meetings Video presentation Lecture	Performance	
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Schedule	Learning Outcomes	Topics	Mode of Delivery	Learning Activities	Assessment Tools	Required Readings
Week 12				Midterm Exam		



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Week 13	<p>Upon completion, students will be able to:</p> <ul style="list-style-type: none">• understand the ethical considerations involved in data warehousing and data mining, including the ethical use of data, privacy concerns, and data security.• familiar with the privacy regulations that apply to data warehousing and data mining, including the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA).• evaluate the ethical considerations involved in data warehousing and data mining, including the ethical use of data, privacy concerns, and data security.• understand the importance of conducting privacy impact assessments for data warehousing and data mining projects, including the assessment of privacy risks and the development of mitigation strategies.• familiar with the techniques used to anonymize data for data warehousing and data mining, including data	<p>Ethics and Privacy in Data Warehousing and Data Mining</p> <ul style="list-style-type: none">• Data Privacy Concerns• Ethical Issues in Data Warehousing and Data Mining• Regulatory Compliance	Synchronous	<p>Online meetings Video presentation Lecture</p>	<p>Self-assessment questions and exercises Online quiz Assignment</p>	
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	<p>masking, data aggregation, and data perturbation.</p> <ul style="list-style-type: none">understand the role of data governance in ensuring the ethical use of data, including the development of data management policies and procedures, and the implementation of data security measures.apply their knowledge of ethics and privacy considerations in data warehousing and data mining through case studies and a hands-on project.understand the ethical and privacy considerations involved in big data analytics, including the ethical use of big data, privacy concerns, and data security.familiar with the techniques used to preserve privacy in data mining, including privacy-preserving data clustering and privacy-preserving data association rules.understand the importance of considering ethics and privacy considerations in data warehousing and data mining, and the role that these considerations play in ensuring				
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	the responsible and ethical use of data.					
Week 14	Upon completion, students will be able to: <ul style="list-style-type: none">• understand the principles and best practices for building and deploying applications on cloud platforms, such as AWS, Azure, and Google Cloud.• understand how to design and build cloud-native applications, how to take advantage of cloud services and APIs, and how to manage and monitor applications in a cloud environment.• understand the challenges and considerations for building systems that run across multiple machines, locations, or networks.	Cloud native architecture and designing for distributed systems	Synchronous	Online meetings Video presentation Lecture	Self-assessment questions and exercises Performance	
Week 15	Upon completion, students will be able to: <ul style="list-style-type: none">• understand business intelligence concepts, including data warehousing, data mining, data analysis, and data visualization.• familiar with the most commonly used business	Business Intelligence <ul style="list-style-type: none">• Overview of Business Intelligence• BI Technologies• BI Use Cases	Synchronous	Online meetings Video presentation Lecture	Self-assessment questions and exercises Online quiz Performance	



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	<p>intelligence tools, including data warehousing platforms, data mining tools, data visualization tools, and business intelligence dashboards.</p> <ul style="list-style-type: none">• extract and analyze business data from various sources, including databases, spreadsheets, and cloud-based data sources.• effectively communicate data insights to stakeholders, including the development of reports and presentations that highlight key trends and patterns in the data.					
Week 16	<p>Upon completion, students will be able to:</p> <ul style="list-style-type: none">• understand project management concepts and methodologies, including the project life cycle, project scope, project risks, and project resources.• familiar with the unique challenges and considerations involved in managing data warehousing and data mining projects, including data integration, data quality, and data privacy.	<p>Project Management for Data Warehousing and Data Mining</p> <ul style="list-style-type: none">• Project Planning• Project Scheduling• Project Budgeting	Synchronous	<p>Online meetings Video presentation Lecture</p>	<p>Online quiz Assignment</p>	



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	<ul style="list-style-type: none">• develop a detailed project plan for a data warehousing and data mining project, including project goals, milestones, and deliverables.• understand the concepts and techniques involved in project risk management, including risk identification, risk assessment, and risk mitigation.• familiar with the techniques used to manage project resources, including human resources, hardware and software resources, and data resources.• effectively communicate project status, risks, and requirements to stakeholders, including project sponsors, stakeholders, and team members.• understand the concepts and techniques involved in project monitoring and control, including project schedule and cost management, project quality management, and project risk management.• familiar with the concepts and techniques involved in project closure and evaluation,				
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	<p>including project review, lessons learned, and post-implementation review.</p> <ul style="list-style-type: none">effectively manage a project team, including team member roles and responsibilities, team member performance management, and team member motivation.understand the importance of integrating data warehousing and data mining projects with business processes, including the impact of project outcomes on business operations and performance.				
Week 17	Upon completion, students will be able to: <ul style="list-style-type: none">apply the concepts and techniques covered in data warehousing and data mining courses to real-world problems.	Hands-on Data Warehousing and Data Mining Project <ul style="list-style-type: none">Data Warehouse and Data Mining Project ProposalData Collection and PreparationData Warehouse and Data Mining Model Development	Synchronous		<ul style="list-style-type: none">Group and individual evaluationsFeedback and next steps for continuing software development education and career development.
Week 18	<i>Final Exam</i>				



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GRADING SYSTEM

LECTURE		
	Component	Weight
1	Class Participation/Homework	10
2	Performance Task: Oral Recitation	20
3	Performance Task: Problem Set/Research	30
4	Term Examination	40
	TOTAL	100

LABORATORY		
	Component	Weight
1	Class Participation	20
2	Performance Task: Laboratory Activity	40
3	Laboratory Term Examination	40
	TOTAL	100

CLASS POLICIES AND REGULATIONS



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1. Please observe proper "netiquette"
 1. Majority of our communication will take place on-line during discussions, please observe proper courtesy at all times.
 2. Other platforms for personal and private communication may be done via phone call or SMS.
 3. Although, it is accepted that written communication has some disadvantages as not being able to convey the message correctly due to inability to see facial expressions, hear tone of voice, and other gestures that is better received during face-to-face discussions, please make sure to compose your comments in a positive, supportive, and constructive manner.
2. Academic Honesty Policy
 1. As an academic institution, WUP is dedicated to providing learning built on academic integrity. All submissions must be your own work and not directly copied from an external source.

INSTRUCTORS INFORMATION

Name of Instructor	Academic Rank	Employee Number	Consultation Hours	Office	Office Landline	Phone Number	Email Address
Patrick Louie M. Flores	Assistant Professor 1	17319-0942	Saturday 8:00-5:00	n/a	n/a	n/a	pmflores@wesleyan.edu.ph



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Prepared by:	Checked by:	Noted by:
<i>Patrick Louie M. Flores</i>	<i>Program Head</i>	<i>Program Head</i>
Signature: 	Signature:	Signature:
Date:	Date:	Date:



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