**College of Business Administration Course Information/Curriculum Offering – Caloocan Campus**

[BACHELOR OF SCIENCE IN ACCOUNTANCY](https://www.ue.edu.ph/mla/p/curriculum.php?c=BBSA2023) (BSA)

A four-year curricular program that provides general accounting education to students wanting to pursue a professional career in accountancy in general and in public accounting in particular. This program complies with CMO No. 27 series of 2017, qualifying the graduate to take assessments leading to certifications in Accountancy given by the Board of Accountancy and other global professional Accountancy organizations.

**PROGRAM EDUCATIONAL OBJECTIVES (PEO) for BSA**

**The UE BSA Program envisions its graduates to:**

1. Actively engage in any of the four sectors of the Accounting profession, namely Academe, Commerce and Industry, Government, and Public Practice;
2. Develop an awareness and knowledge of the role of ethics in the accounting profession and in accounting business practices, and adhere to the Professional Code of Ethics in the practice of the Accountancy profession;
3. Work effectively as individuals or as a team to accomplish tasks in multi-disciplinary and multi-cultural teams in the national and global settings;
4. Continuously acquire and maintain professional competence through related work experience and continuing professional development (CPD);
5. Adhere to the core values of integrity, professionalism, teamwork, transparency, accountability and social responsibility; and
6. Render valuable community service and outreach through various extension services.

**PROGRAM OUTCOMES FOR BSA**

**A UE graduate of Bachelor of Science in Accountancy should be able to:**

1. Resolve business issues and problems, with global and strategic perspective using knowledge and technical proficiency in the areas of financial accounting and reporting, cost accounting and management, accounting and control, as well as taxation and accounting information systems;
2. Conduct accountancy research through independent studies of relevant literature and appropriate use of accounting theory and methodologies;
3. Employ technology as a business tool in capturing financial and non-financial information, generating reports and making decisions;
4. Apply knowledge and skills that will enable them to successfully respond to various types of assessments (including professional licensure and certifications); and
5. Confidently maintain a commitment to good corporate citizenship, social responsibility and ethical practice in performing functions as an accountant.

**Career Opportunities**

The field of accounting offers stimulating and challenging work that is constantly evolving. The BSA program seeks to prepare the student for a general accounting career and eventual entry to any of the four major fields of accountancy: public practice, commerce and industry, government, and education.

A.Entry-level jobs

1. Public Practice: Junior Auditor/Audit Staffer, Tax Staffer, Consulting Staffer
2. Commerce and Industry: Cost Analyst, Investment Analyst, Financial Accounting and Reporting Staffer, Management Accounting Staffer, Tax Accounting Staffer, Internal Audit Staffer, Financial Analyst, Budget Analyst, Credit Analyst, Cost Accountant.
3. Government: State Accounting Examiner, NBI Agent, Treasury Agent, State Accountant, LGU Accountant, Revenue Officer, Audit Examiner, Budget Officer, Financial Services Specialist
4. Education: Junior Accounting Instructor

B. Middle-level positions

1. Public Practice: Audit Supervisor, Senior Audit Manager, Senior Tax Manager, Senior Consulting Manager/Financial Advisory Manager
2. Commerce and Industry: Comptroller, Senior Information Systems Auditor, Senior Loan Officer, Senior Fraud Examiner, Senior Forensic Auditor
3. Government: State Accountant V, Director III and Director IV, Government Accountancy and Audit, Financial Services Manager, Audit Services Manager, Senior Auditor
4. Education: Accredited Accounting Teacher, Program or Department Chair

C. Advanced positions

1. Public Practice: Partner, Senior Partner, Senior Consultant/Financial Advisor
2. Commerce and Industry: Chief Financial Officer, Chief Information Officer
3. Government: National Treasurer, Vice President for Finance/CFO (for GOCCs), Commissioner, Associate Commissioner, Assistant Commissioner (COA, BIR, BOC)
4. Education: Associate Dean, Dean.

###### **Bachelor of Science in Business Administration (BSBA)**

[BUSINESS MANAGEMENT](https://www.ue.edu.ph/mla/p/curriculum.php?c=BBME2023) (BME)

A curricular program designed for students who seek immediate employment in the field of business management, to help them develop managerial know-how and become valuable assets to any company. Instruction in this program provides a balanced curriculum of general education and business-related subjects.

**THE OBJECTIVES OF THE PROGRAM:**

* Equip the students with knowledge of the principles and concepts of management, such as planning, organizing, staffing, leading and controlling;
* Communicate effectively in both oral and written English;
* Demonstrate competence in the use of information technology;
* Display professional skills that will prepare students for immediate employment and for lifelong learning in the areas of management and functional areas of business (marketing, accounting, finance, human resources management, production and operation management, and information technology);
* Guide the students in organizing or managing entrepreneurial activities if they decide to be self-employed;
* Prepare students to pursue a teaching career or graduate studies in business; and
* Adhere to the values of integrity, professionalism, teamwork, transparency, accountability and social responsibility in the practice of their profession.

**PROGRAM OUTCOMES**

A graduate of the program should be able to:

* Apply the basic concepts, principles and theories of Business Management in real-world situations;
* Organize and manage activities in manufacturing and service-related businesses;
* Develop competitive skill as managers;
* Prepare for gainful employment and facilitate the integration process in the corporate environment so that they can be immediately productive once employed;
* Apply the proper decision tools to critically, analytically and creatively solve problems and see desired results;
* Convey ideas clearly in both oral and written English, using the language of business to be responsive to the rapidly changing environment and for global competitiveness;
* Effectively and efficiently use information and communication technology; and
* Demonstrate corporate citizenship and social responsibility, and exercise high personal moral and ethical standards.

**Career Opportunities**

* Administrative Assistant
* Any Supervisory or Managerial job of specialization, government and private
* Benefits Assistant
* Compensation Assistant
* Entrepreneur/Recruitment Assistant
* Executive Assistant
* Human Resource Assistant
* Training and Development Officer

[BUSINESS ECONOMICS (BBE)](https://www.ue.edu.ph/mla/p/curriculum.php?c=BBBE2023)

A curricular program that prepares the graduates for careers in banking, economic and development planning, as well as general management. The program focuses on the relationship of business operations and the economy as a whole. It integrates economic principles and strategies into standard business practices so that the student can have both the micro view of how the business can acquire capital, generate profit and efficiently produce goods and services, as well as the macro view of how external economic factors such as government regulation can affect, and should influence, business decisions.

**THE OBJECTIVES OF THE PROGRAM:**

* Equip students with insights and understanding of economic principles and theories;
* Prepare the students to be aware and responsive to the present economic issues affecting the business environment;
* Develop in the students competencies and skills needed as economic analysts or entrepreneurs;
* Prepare the students to pursue a teaching career or graduate studies in business;
* Produce business and economic researches to detect early signs of opportunities and threats that may affect courses of action; and
* Adhere to the values of integrity, professionalism, teamwork, transparency, accountability and social responsibility in the practice of their profession.

**PROGRAM OUTCOMES**

A graduate of the program will be able to:

* Demonstrate an understanding of business intelligence, including the importance of data gathering, data string, data analyzing and accessing data;
* Analyze the business environment for strategic direction;
* Produce business and economic researchers that will contribute in solving economic and social problems;
* Utilize results of data analysis to organizational stakeholders at various levels;
* Prepare operational plans;
* Innovate business ideas based on emerging industries;
* Manage strategic business units for economic stability;
* Choose the best approach in modern decision-making and problem-solving;
* Apply business analytics tools to solve business problems, to aid intelligent and informed business decision-making for business optimization; and
* Render relevant and committed service to the community, the nation and the world.

**CAREER OPPORTUNITIES**

* Analytics Manager
* Business Analytics Specialist
* Corporate Planning Analyst
* Data Scientist
* Economist
* Financial Advisor
* Operations Analyst
* Planning and Budget Analyst (Public and Private Sectors)
* Political Advisor
* Quality Assurance Analyst
* Research Assistant
* Site Analyst (website analytics)
* Statistician

[FINANCIAL MANAGEMENT](https://www.ue.edu.ph/mla/p/curriculum.php?c=BBFN2023) (BFM)

A curricular program that prepares the graduates for various careers in financial management as well as in related fields, including but not limited to, corporate finance, investment management, banking, credit, trust operations, insurance, foreign currency markets, money markets, capital markets, and other financial securities markets. The curriculum provides the graduate with knowledge on financial institutions and technical skills based on established financial theories, methodologies, and various analytical tools. It also promotes an outlook that is based primarily on ethics, market integrity, regulations, good governance and competitive global perspective, necessary for effective financial decision-making.

**THE OBJECTIVES OF THE PROGRAM:**

* Complete understanding of the concepts, principles and the theories of Financial Management;
* Develop an understanding of the external environment which affects financial institutions and business organizations;
* Help the students seek employment and assume entry-level jobs or positions of responsibility as financial analyst, financial manager, or executive;
* Prepare the students to pursue a teaching career or graduate studies in business.
* Design business research through the utilization of financial tools;
* Draw sound decision using analytical tools and perspectives in the analysis of financial reports; and
* Adhere to the values of integrity, professionalism, teamwork, transparency, accountability and social responsibility in the practice of their profession.

**PROGRAM OUTCOMES**

A graduate of the program should be able to:

* Demonstrate understanding in financial analysis, including the ability to calculate financial ratio;
* Analyze the business financial environment for strategic direction;
* Prepare financial strategic management;
* Committed services to the community;
* Evaluate the impact of financial decisions on strategic directions; and
* Analyze financial issues.

**CAREER OPPORTUNITIES**

* Associate Financial Manager
* Entrepreneur
* Insurance Underwriter
* Financial Analyst
* Financial Security Dealer, Broker and Underwriter
* Financial Manager
* New Account Personnel in Banks
* Risk and Credit Analyst
* Treasury Assistant
* Treasurer and Finance Officer

[MARKETING MANAGEMENT](https://www.ue.edu.ph/mla/p/curriculum.php?c=BBMM2023) (BMM)

A curricular program that prepares the graduates for careers in marketing, market research, advertising and public relations. The curriculum provides the graduate with both technical skills and competencies required in the field, as well as flexible mindset necessary to stay competitive in a constantly changing business environment.

**THE OBJECTIVES OF THE PROGRAM:**

* Equip students with knowledge of the principles and concepts of marketing;
* Recognize global marketing in the context of its role in the country’s economic development with regard to the 21st century;
* Guide the students in organizing or managing entrepreneurial activities if they decide to be self-employed;
* Prepare students to pursue a teaching career or graduate studies in business;
* Prepare and defend market research and critique output;
* Help the students to seek employment and entry level jobs or positions of responsibility as marketing manager, marketing executive or marketing director; and
* Adhere to the values of integrity, professionalism, teamwork, transparency, accountability and social responsibility in the practice of their profession.

[BACHELOR OF SCIENCE IN MANAGEMENT ACCOUNTING](https://www.ue.edu.ph/mla/p/curriculum.php?c=BBSMA2023)(BSMA)

A curricular program that provides general accounting education to students wanting to pursue a professional career in management accounting. This program complies with CMO No. 28 series of 2017, qualifying the graduate to take assessments leading to certifications in management accounting given by global professional management accounting organizations.

**PROGRAM EDUCATIONAL OBJECTIVES (PEO) for BSMA**

**The UE BSMA Program envisions its graduates to:**

1. Become competent and ethical professional accountants capable of making positive contributions over their lifetimes to the profession and society in which they work;
2. Develop professional skills and professional values, ethics and attitudes throughout their professional lives;
3. Cover a number of different technical or strategic positions in their professional lives;
4. Contribute to planning, controlling and performance evaluation and be able to recommend to the top management courses of action that would fulfill their strategic goals; and
5. Reflect on the ethical implications of their job, which also implies addressing the question of to whom they respond through their actions and decisions.

**PROGRAM OUTCOMES FOR BSMA**

**A UE graduate of Bachelor of Science in Management Accounting should be able to:**

1. Resolve business issues and problems, with a global and strategic perspective using their knowledge and technical proficiency in the areas of financial accounting and reporting, cost accounting and management, management accounting and control, taxation and accounting information systems;
2. Conduct management accounting research through independent studies of relevant literature and appropriate use of accounting theory and methodologies;
3. Employ technology as a business tool in capturing financial and non-financial information, generating reports and making decisions;
4. Apply knowledge and skills that will enable them to successfully respond to various types of assessment (including professional licensure and certifications); and
5. Confidently maintain a commitment to good corporate citizenship, social responsibility and ethical practice in performing functions as an accountant.

**CAREER OPPORTUNITIES**

The field of accounting offers stimulating and challenging work that is constantly evolving. The BSMA program seeks to prepare the student for a management accounting career.

Specific sample job opportunities are the following:

A.Entry-level job

1. Public Practice: Junior Analyst, Consulting Staffer
2. Commerce and Industry: Cost Analyst, Investment Analyst, Management Accounting Staffer, Tax Accounting Staffer, Financial Analyst, Budget Analyst, Credit Analyst, Cost Accountant
3. Government: State Accounting Examiner, NBI Agent, Treasury Agent, State Accountant, LGU Accountant, Revenue Officer, Audit Examiner, Budget Officer, Financial Services Specialist
4. Education: Junior Accounting Instructor

B. Middle-level positions

1. Public Practice: Senior Consulting Manager/Financial Advisory Manager
2. Commerce and Industry: Comptroller, Senior Information Systems Auditor, Senior Loan Officer, Senior Budget Officer
3. Government: State Accountant V, Director III and Director IV, Government Accountant and Auditor, Financial Services Manager, Audit Services Manager, Senior Auditor
4. Education: Accredited Accounting Teacher, Program or Department Chair

C. Advanced positions

1. Public Practice: Partner, Senior Partner, Senior Consultant/Financial Advisor
2. Commerce and Industry: Finance Director/Chief Financial Officer, Chief Information Officer
3. Government: National Treasurer, Vice President for Finance/CFO (for GOCCs), Commissioner, Associate Commissioner, Assistant Commissioner (COA, BIR, BOC).

###### BSBA, SPECIAL DEGREE PROGRAM

A degree program designed specifically for entrepreneurs and/or executives in private enterprises or government, or for officers in the Armed Forces of the Philippines or the Philippine National Police with no baccalaureate degree.