

**WE
BUILD
VALUE**

Entrepreneurial Management Program

CURRICULUM: OBJECTIVES & LEARNING OUTCOMES



ENTREPRENEURIAL MANAGEMENT PROGRAM

The BSEM Program aims to **“Build Value in Business and in Life”** by nurturing young individuals to develop and enhance their entrepreneurial talent in a holistic approach. This is underpinned by the mantra **“Building Character, Shaping Success.”** To achieve this educational program objective, the following tasks are zealously implemented:

PROGRAM OBJECTIVES

Building Value in Business

- ✓ Study a complete set of crucial business related courses attuned for entrepreneurship.
- ✓ Research on relevant trends and developments in the market.
- ✓ Business establishment, operation, and decision making in NBV (New Business Venture) with experts' assessment during NBV presentations.
- ✓ Business coaching and mentoring to further knowledge and skills on business and entrepreneurship
- ✓ Series of business related events and seminars as complementary educational enhancement in molding entrepreneurial talent

Building Value in Life

- ✓ Personal Mentoring
- ✓ Providing a course focusing on personal development; PDS (Personal Development Series)
- ✓ Increase appreciation on humanistic knowledge due to rich exposure to liberal arts subjects that includes Ethics related courses and Corporate Social Responsibility (CSR)
- ✓ Synchronized sports and extra-curricular activities in the Program
- ✓ Spiritual formation via retreats and personal spiritual director.

ENTREPRENEURIAL MANAGEMENT PROGRAM

The BSEM Program has 15 specific Student Learning Outcomes (SLOs) that are underpinned by the Program's Curriculum. The following are the desired competencies and skills that students, undergoing the program, must be able to perform and have before they graduate:

Student Learning Outcomes

Create and identify opportunities

Marshall the required resources to exploit the opportunity.

Risk-take and action.

Manage the exploitation of the opportunity.

Reap, sustain and renew growth and rewards.

Reconceive a mature business.

Make a Business Model

Develop an Upright Disposition (via personal and business mentoring)

Demonstrate Entrepreneurial and Risk-Taking Tasks

Perform Managerial Tasks

Develop Strong Personal Formation

Audit Strategically

Run the Business

Set-up the Business

Make a Business Plan