ASIAN INSTITUTE FOR DISTANCE EDUCATION



"Education without limitation"

AIDE INFOBOARD

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ln keeping with CHED Memorandum No. 17, 2017 which reference made on the "Guidelines for the implementation of CMO 46. s. 2012, the Re-Policies, vised Standards and Guidelines (PSGs) on Bachelor of Science in Business Administration

CHED acknowledges AIDE's new BSBA curriculum



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which requires the implementation of the shift to learning competencybased standards/outcomes-based education, AIDE sought CHED's approval on its new BSBA curriculum effective S.Y. 2019-2020.

It must be recalled that CMO 46 s. 2012, which was used by most

Higher Education Institutions (HEIs), including AIDE, as basis for the offering of BSBA program specifies the "core competencies" expected of BS Business Administration graduates regardless of the type of HEI they graduate from. In recognition, however, of the spirit of outcomes-based education and of the typology of HEIs

CHED issued CMO 17, s. 2017 to provide ample space for HEIs to innovate their curriculum and to consider how best to achieve learning outcomes in their particular contexts their respective mission which was made the basis for AIDE's request to revise its BSBA curriculum —that is, to conform with the said CMO.

CHED requires in the said CMO, that all HEIs with an existing BSBA programs should shift to an outcomes-based approach based on the PSGs.

<u>aide inc.</u> Info board

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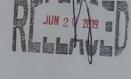


Republic of the Philippines
Office of the President
COMMISSION ON HIGHER EDUCATION
NATIONAL CAPITAL REGION

June 4, 2019

Dr. Zenaida L. VillaescusaExecutive Director
Asian Institute for Distance Education Foundation
Makati City

Dear Dr. Villaescusa:



This is to transmit to that institution the herein 2nd indorsement from the Office of Programs and Standards Development, this Commission, regarding the curriculum for the following additional majors of **Bachelor of Science in Business Administration** program for Academic Year 2019-2020 with the information that the Commission acknowledges receipt, contents noted and made as a matter of record for the following majors of the Bachelor of Science in Business administration (BSBA) program:

- 1. Marketing Management;
- 2. Human Resource Management;
- 3. Financial Management;
- 4. Business Economics; and
- 5. Operations Management

Moreover, please be informed that the additional majors shall be applicable only to entering students of the specified academic year.

For information and guidance.

Very truly yours,

DR. VIRGINIA AKIATE, CESO III

Cc: OPSD

CHED's acknowledgement of AIDE's BSBA programs are included in this issue for the information of all its existing, new students and incoming students.

As seen in the above CHED Memo, AIDE is now allowed to offer

Five (5) major courses under the BSBA program, as follows:

- Marketing Management, Human Resource Management, Financial Management, Operations Management and Business Economics.