



ATENEO DE MANILA UNIVERSITY
John Gokongwei School of Management
Department of Leadership & Strategy

COURSE SYLLABUS

Course Number: LS 10
Course Title: Philippine Business and Economic Environment
Semester/School Year: First Semester School Year 2012 - 2013

A	M 1030-1230	SOM 202	PUEN, DAVID ALLEN Y.	dpuen@ateneo.edu
B	F 1030-1230	SOM 202	SABUG, FRUCTUOSO T., JR.	fsabug@ateneo.edu
C	W 1430-1630	CTC 106	SABUG, FRUCTUOSO T., JR.	fsabug@ateneo.edu
D	M 1330-1530	SOM 103	LOPEZ, CARMELO FRANCISCO V.	cvlopezadmu@yahoo.com
E	SAT 1000-1200	CTC 302	NG, ERVIN RYAN Y.	ervin_ryan_ng@yahoo.com
F	W 1230-1430	SOM 202	SANGUYO, CHERYL J.	cheryl_bluechips@yahoo.com
G	W 0830-1030	CTC 103	PIMENTEL, GEORGE A.	letnemipgeorge@yahoo.com
H	W 1030-1230	CTC 103	SABUG, FRUCTUOSO T., JR.	fsabug@ateneo.edu
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J	W 1430-1630	SOM 202	OSI, ENRICO C.	rico_osi@hotmail.com
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A. Course Description

- Presents a broad and interdisciplinary view of the Philippine business environment, including the issues and challenges facing it. It provides a survey of the factors influencing business decision making in the Philippines and a framework for environmental and industry analysis. Students will learn about the business environment by actually visiting and examining a firm and its industry in groups of five or six. At the end of the course, they will be required to submit their industry research study and present their analysis and recommendations to a panel.
- Major topics covered are:
 - Basic management concepts, organization & the business environment.
 - External & internal environment of a firm – general environment, mission, vision & values, the value chain.
 - Changing business environment – change & innovation, entrepreneurship, industry life cycle, supply & demand.
 - Philippine business environment – investment climate, types of business organizations, micro, small & medium enterprises and entrepreneurship in the Philippines.
 - Competitive environment & analytical tool – market & industry analysis (Porter’s five forces), SWOT analysis, identification of key success factors.
 - Special topics on the Philippine & global business environment (e.g. poverty, corruption, labor migration, etc.)
 - Business ethics, corporate governance, social responsibility.

B. Course Objectives and Rationale

- Philippine business is constantly changing and becoming more fast-paced. In the last decade, it has seen radical changes happen to itself. It has been affected and transformed by a myriad of political, economic, social, cultural, and technological influences that seem to only intensify with time. Business managers need to have a solid foundation in the various principles; issues and concerns underlying Philippine business in general to be familiar with and even comfortable with this surge of change and make proper business decisions. With this in mind, this introductory-level course was born to complement the existing line-up of Management courses.
- At the end of the course, students should have a deeper and more reflective understanding of the context within which they will do business. Specifically, they are expected to:
 1. Appreciate the interrelations between business and the other sectors of society.
 2. Be aware of the current issues and challenges facing the Philippine business environment.
 3. Pinpoint the national and international trends that will have an impact on business and management in the 21st century, and
 4. Identify potential opportunities for business which exist in various industries here in the Philippines.

C. Course Outline, Timeframe and Readings

Week #	Topics	Readings/Handouts
1	A BIG WARM WELCOME TO EVERYONE! Introduction & Course Overview	<ul style="list-style-type: none"> ❖ Handouts: Syllabus, Industry Study Guidelines, Methods of Data Collection, List of Marketing and Research Organizations; ❖ Euromonitor GMID (free inside Ateneo) http://www.portal.euromonitor.com/portal/server.pt?
2	Introduction: <ul style="list-style-type: none"> ❖ Basic Management Concepts ❖ History of Management ❖ Service Learning 	<ul style="list-style-type: none"> ❖ Management (Robbins & Coulter) Ch.1 Foundations of Management & Organizations (incl. Management History Module) ❖ The Essential Drucker – Chapters 1,2,3
3	The External & Internal Environment <ul style="list-style-type: none"> ❖ External (Opportunities & Strengths) & Internal Environment (Strengths & Weaknesses) ❖ Mission, Vision & Values ❖ The Value Chain ❖ Overview of Analytical Tools 	<ul style="list-style-type: none"> ❖ Management (Robbins & Coulter) Ch.2 Constraints & Challenges for the Global Manager ❖ Collins, James and Jerry Porras, “Building Your Company’s Vision” @ http://harvardbusinessonline.hbsp.harvard.edu/hbsp/hbr/ (or Ch.11 of book by Collins & Porras, Built to Last) ❖ The Value Chain @ http://www.fao.org/fileadmin/user_upload/fisheries/docs/ValueChain.pdf http://edbarrows.com/Resources/briefs/ValueChain.pdf ❖ Handouts: Business Environment: Definition of Terms, Analytical Tools
4	The Changing Business Environment: <ul style="list-style-type: none"> ❖ Change & Innovation ❖ Introduction to Entrepreneurship ❖ Analytical Tools: <ul style="list-style-type: none"> ➢ Industry Life-Cycle Analysis ➢ Supply & Demand Analysis 	<ul style="list-style-type: none"> ❖ Management (Robbins & Coulter) Ch.6 Change & Innovation ❖ Management (Robbins & Coulter) Appendix A - Managing Entrepreneurial Ventures pp. 461-484 ❖ Principles of Entrepreneurship by U.S. Dept. of State/BIIP http://www.ait.org.tw/infousa/zhtw/DOCS/enterp.pdf ❖ Industry Life Cycle Analysis http://www.life-cyclemanagement.com/industry-life-cycle.php http://www.enotes.com/small-business-encyclopedia/industry-life-cycle ❖ Supply & Demand/Market Analysis http://www.enotes.com/business-finance-encyclopedia/supply-demand http://www.bized.co.uk/learn/economics/markets/mechanism/interactive/part1.htm_up_to_part3.htm
5	The Philippine Business Environment <ul style="list-style-type: none"> - Philippine Investment Climate - Types of Business Organizations - Small & Medium Enterprises (SMEs) - Entrepreneurship in the Philippines 	<ul style="list-style-type: none"> ❖ Doing Business. WB 2012 Series: Economy Profile: Philippines @ http://www.doingbusiness.org/~media/fpdkm/doing%20business/documents/profiles/country/phl.pdf ❖ Doing Business in the Philippines 2012 by Quisumbing Torres http://www.bakermckenzie.com/files/Publication/bf536345-2b7d-4221-a237-bb1a0a40661f/Presentation/PublicationAttachment/5e08e4a0-0f79-4487-8850-216c5a4a7703/bk_dbi_philippines_12.pdf ❖ Doing Business in the Philippines by SGV& Co. @ http://www.philippineconsulatela.org/Trade/01_Doing%20Business%20in%20the%20Philippines%202010.pdf ❖ SMEs in the Phil. by Rhodora M. Leano @ http://www.cacci.org.tw/Journal/2006%20Vol%201/SMEs%20in%20the%20Philippines.pdf ❖ Success Factors Among Philippine Entrepreneurs by Munoz, Liao & Welsch. Original paper submitted to the Annual Conference of the United State Association of Small Business and Entrepreneurship (2005), Indian Wells, California, USA @ http://usasbe.org/knowledge/proceedings/proceedingsDocs/USASBE_2005proceedings-Munoz%2046.pdf
6	The Competitive Environment <ul style="list-style-type: none"> ❖ Market & Industry Structure ❖ Competing by Cooperating ❖ Analytical Tools <ul style="list-style-type: none"> ➢ Porter's 5 Forces ➢ SWOT Analysis ➢ Key or Critical Success 	<ul style="list-style-type: none"> ❖ Market Structures or Models of Market Structures at http://www.doge.us/govecon/MarketStructures.pdf ❖ Porter. “The Five Competitive Forces that Shape Strategy.” <u>Harvard Business Review</u>. Jan. 2008 ❖ Porter’s 5 Forces http://www.quickmba.com/strategy/porter.shtml ❖ Book : Executive Economics by Shlomo Maital, Chapter 10 – Industry Convergence & “Coopetition”

	Factors	<ul style="list-style-type: none"> ❖ SWOT Analysis http://www.quickmba.com/strategy/swot/ ❖ Critical Success Factors (KSFs) http://www.mindtools.com/pages/article/newLDR_80.htm
7	Long Test #1	
8	FIELD TRIP – JULY 31 (Tuesday, Feast of St. Ignatius)	Industry Tour (required activity w/ a report to be submitted/presented and discussed in class afterwards)
9-13	Special Topics on the Philippine Business & Global Environment (w/ Group Reports/Presentations)	<ul style="list-style-type: none"> ❖ Management (Robbins & Coulter) Ch. 3 Global Management ❖ Porter's Diamond – Determining Factors of National Advantage http://www.themanager.org/pdf/diamond.pdf ❖ Poverty, corruption, rent-seeking, labor migration, Philippine Chinese business, social entrepreneurship, natural environment, Porter's Diamond, etc. w/ ❖ Additional readings to be announced by the professor.
14	Corporate social responsibility, corporate governance, business ethics	<ul style="list-style-type: none"> ❖ Management (Robbins & Coulter) Ch. 5 Social Responsibility & Ethics w/ ❖ Additional readings to be announced by the professor.
15	Integration/Long Test #2	
16-17	Industry Study Group Presentations	Panel Presentations

D. References

1. _____, Doing Business in a More Transparent World. Comparing Regulation for Domestic Firms in 183 Economies. IBRD/World Bank. 2012 @<http://www.doingbusiness.org>
2. _____, Doing Business in the Philippines. SGV & Co., 2012. @<http://www.philippineconsulatela.org>
3. _____, Doing Business in the Philippines 2012. Quisumbing Torres. 2012@<http://www.bakermckenzie.com>
4. Collins and Porras, **Built to Last: Successful Habits of Visionary Companies**, HarperCollins.1994.
5. Collins, Jim. **How the Mighty Fall: and Why Some Companies Never Give In**. HarperCollins 2009
6. Drucker, Peter F. **The Essential Drucker**. Butterworth-Heinemann. 2001.
7. Friedman, Thomas L. **Hot, Flat, and Crowded**. Farrar, Straus and Giroux. New York 2008.
8. Friedman, Thomas L. **The World is Flat**. Farrar, Straus and Giroux. New York 2006.
9. Magretta, Joan. **Understanding Michael Porter: The Essential Guide to Competition and Strategy**. Harvard Business Press Dec. 2011.
10. Maital, Shlomo. **Executive Economics: Ten Essential Tools for Managers**. New York. The Free Press. 1994. [HD30.22 M34] Chapter 10: Economics of Cooperation.
11. McCoy, Alfred W. "An Anarchy of Families: The Historiography of State and Family in the Philippines" and "Rent-Seeking Families and the Philippine State: A History of the Lopez Family." **An Anarchy of Families: State and Family in the Philippines**, Ateneo de Manila University Press 1994., Ch. 1 & 10
12. Palmer, Adrian & Bob Hartley. **The Business Environment**. Mc Graw Hill, 2002.Chapters 3, 4 & 6.
13. Poblador, Niceto S., **Strategy Desynthesized**, Management Association of the Philippines, 2006
14. Porter, Michael E. **The Five Competitive Forces that Shape Strategy**. Harvard Business Review 2008
15. Robbins, Stephen P. and Mary Coulter, **Management**, Phil. LPE 10th Edition. Pearson Education, 2011.

Note: Additional readings/handouts to be announced by each course facilitator.

E. Course Requirements

- Industry Research Study & other Group Reports/Assignments with presentation to a panel and/or whole class.
- Field trip, Long tests, quizzes, recitation, report on extra readings, reflection papers, online business games/exercises.

F. Grading System

F.1 Grade Conversion for Final Marks

F.2 Components of Final Grade

Final Mark	Numerical Equivalent	Quality Point Equivalent		Industry Study (Final Paper, Group Presentation and Submission of Partial Outputs)	30%
A	92-100	3.76-4.00		Other Group Work/Reports	15%
B+	87-91	3.31-3.75		Individual: HW/Exercises/Exams/Tests	45%
B	83-86	2.81-3.30		Class Participation/Recitation	10%
C+	79-82	2.31-2.80		TOTAL	100%
C	76-78	1.81-2.30			
D	70-75	1.00-1.80			
F	Below 70	Below 1.00			
W	Over-cut (more than 3 absences)				

G. Classroom Policies

- Maximum allowable cuts: 3 absences or 6 hours.
- Students are required to follow the JGSOM Dress Code in all JGSOM classes.
- Students are required to uphold intellectual honesty in all class requirements and activities. This includes the need to use quotation marks for verbatim statements lifted from another work and to cite all sources in research work through footnotes and/or bibliographies. The school punishes cheating and plagiarism (which includes extensive "cutting and pasting" even with a footnote) with an F not only in that particular requirement but in the whole course IF that requirement carries a grade which constitutes more than 10% of the final grade. For group work, the members are expected to review the final paper before submission to ensure that violations have not been incurred. Students may submit a preliminary draft via *Turnitin* to verify what portions were lifted from previously submitted sources.
- The Student Handbook will serve as a guide for all school policies.
- Other classroom policies will be announced in class by each course facilitator.

H. Consultation Hours - To be announced by each course facilitator.