

 <b>NATIONAL UNIVERSITY          COLLEGE OF BUSINESS          AND ACCOUNTANCY</b>	<b>Form Code:</b> EVP – BA – F – 027 Ver. 2022
	<b>FACULTY DEVELOPMENT FORMS</b>

### POST ACADEME INDUSTRY MEETING REPORT

FACULTY DETAILS	
<b>Faculty</b>	Ronald C. Barriga
<b>Department</b>	<input type="checkbox"/> Accountancy <input checked="" type="checkbox"/> Business Administration
<b>Date Filed</b>	June 18, 2023

PROGRAM DETAILS	
<b>Program Name</b>	Academic Industry Board Meeting
<b>Inclusive Dates</b>	April 19, 2023
<b>Sponsor</b>	N/A
<b>Subsidy Amount</b>	N/A
<b>Coverage</b>	<input type="checkbox"/> Registration Fee <input type="checkbox"/> Transportation <input type="checkbox"/> Lodging <input checked="" type="checkbox"/> Others
<b>Related Courses</b>	BSBA, BSA, BSREM

### PROGRAM HIGHLIGHTS

Please indicate the highlights of the program which are related to the courses handled in the College.

As part of the commitment of the CBA department to provide/deliver quality business education, the college organized the Academe Industry Board (AIB) Meeting. This is to facilitate and ensure that the program curriculum is align with the industry requirements. Being true to its college mission/vision the CBA department, invited industry partner to be part of the curriculum building, to be able to hear their side on what they are looking for our NUCBA graduate.

In preparation for the next Academic Year 2023-2024, our College and the industry partner exchange thoughts and ideas on how to improve the content of each business curriculum from BSBA, BS REM, BSA, BSMA, and BSAIS. Each industry partner share their knowledge in an actual industry set up and what makes our graduate to be more competitive and have more actual industry knowledge that equip them as they graduate.

The meeting was attended by several industry partners, from Marketing, Finance, Real Estate, Accountancy, Management Accounting, and Accounting Information System, with the objectives of crafting a more output base curriculum align with the industry requirements, in order to produce a more employable graduated that can provide the skills that the industry needed, having a possible industry faculty immersion, research collaboration, and the internship to employment program.

Things that was discussed:

Resource Person	Input	Recommendation
	<b>IBP</b> - Industry partner said to include basic on merger and acquisition, E-commerce,	- Update syllabus and Materials and possibly consider input provided.



**PROGRAM HIGHLIGHTS**

<p><b>Activation Machine, INC.:</b>          Gladys Resurrection</p> <p><b>Primer Group:</b>          Christie Ilano          Ma. Cristina Lim</p> <p>Payreto Services Inc.          Mr. Mark Christian Abanez</p>	<p>product and Brand Management.</p> <p><b>HRM</b> - Data analytic and Interpretation          - Data driven</p> <p><b>Operations Management/ TQM</b>          - Cover the entire corporate operations.</p> <p><b>Product and Brand Management</b>          - Focus more on Brand Management. More actual brand activity.</p> <p><b>Distribution Management System and Cost analysis.</b>          - Should focus purely on distribution management.          - Needs to develop an actual distribution structure.</p> <p><b>Business Analytic with Marketing Metrics.</b>          - Product Knowledge          - Market Research.</p> <p><b>Retail Management.</b>          - Merchandising          - Stock Acquisition          - Knowledge on consumer behavior.          - Knowledge on Inventory management.          - Deeper knowledge on Product/service Pricing.          - use industry base case.</p>	<p>- Update syllabus and Materials and include data analytic on human resource acquisition, retention and evaluation.</p> <p>- Check and Update syllabus and Materials          - Keep Kaizen Festival.</p> <p>- Update syllabus and Materials          - More brand case activity          - brand roadmap</p> <p>- Already on the syllabus just few update.          - Do the distribution system competition.</p> <p>- Update syllabus and Materials          - Use actual market data for business analysis.</p> <p>- Update syllabus and Materials          - faculty with deep exposure on consumer product and services.          - use industry partner product/service as object of study.</p>
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**PROGRAM HIGHLIGHTS**

	<ul style="list-style-type: none"> <li>- Understanding on product acceptance.</li> </ul> <p><b>Professional Salesmanship and Sales Management.</b></p> <ul style="list-style-type: none"> <li>- Store Management operation</li> <li>- Target Market Demographic, Market Persona, Market Segmentation, Present the Market Persona, Consumer Behavior</li> </ul> <p><b>Marketing Research</b></p> <ul style="list-style-type: none"> <li>- Must be align with the industry standard/format</li> </ul> <p><b>E-commerce</b></p> <ul style="list-style-type: none"> <li>- Market Pofffolio</li> <li>- Digital Market Profile</li> <li>- Digital market analysis</li> </ul> <ul style="list-style-type: none"> <li>- Skill Based Development (soft skill and hard skill)</li> <li>- Research Collaboration</li> <li>- Faculy Immersion</li> <li>- Internship to Employment</li> </ul>	<ul style="list-style-type: none"> <li>- Update syllabus and Materials</li> <li>- Continue the Sales Pitch and the Daily Sales Coverage Plan Activity.</li> </ul> <p>Share the template with the industry partner for improvement/alignment.</p> <p>Update syllabus and Materials</p>
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**Attendance:**

1. Prof. Dan Jeward C. Rubis – Internship Coordinator
2. Prof. Avillardo V. Clarin – BSBA Faculty
3. Prof. Catherine F. Enteria – Program Chair
4. Prof. Ronald Barriga - BSBA Faculty
5. Prof. Benjamin Jerusalem - Progam Coordinator MM
6. Prof. Arlene San Pablo - BSBA Faculty
7. CBA Industry Partners



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Event Photo:





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Please indicate connections established with organizers and other participants, should there be any.

**CBA Industry Partners**

<b>MARKETING MANAGEMENT PROGRAM</b>	
<b>Company Name</b>	<b>Representative and Position</b>
Activation Machine, Inc.	Ms. Milcah Gadon Human Resources Officer
	Ms. Gladys Resurreccion Human Resources Officer
Katell Custom Grocers Inc.	Mr. Lyern Tan Director
The Primer Group	Ms. Christie Ilano Head of Talent Acquisition
	Ms. Ma. Cristina Lim Talent Acquisition Officer
<b>FACULTY IN-CHARGE</b>	
Prof. Leo Benjamin Jerusalem	Program Coordinator, BSBA Marketing
Prof. Ronald C. Barriga	Fulltime Faculty, BSBA

Prepared:

**Ronald C. Barriga**  
Faculty

Endorsed:

**Catherine F. Enteria**  
Program Chair

Approved:

**Ma. Louella P. Sta Maria**  
Dean