
The Applied Corporate Management Program

Management and
Organization
Department
Ramon V. del Rosario
College of Business
De La Salle University

For Prospective Partner
Companies

1.0 DE LA SALLE UNIVERSITY AND IT STUDENT PRACTICUM PROGRAMS

1.1 Learning by Doing

De La Salle University (DLSU) supports educational partnership that seeks to develop today's youth so they become responsible business leaders in the future. It is based on the philosophy that education does not only take place within the confines of the school. The experiential learning students gain from working in an actual business organization serves as a powerful tool to complement the theoretical foundation provided by the school. This way, students develop their knowledge, values, and skills in two different, yet complementary, learning environments.

1.2 De La Salle University Structure

Beginning AY 2011-2012, DLSU has eight Colleges and one School. These are the Ramon V. del Rosario College of Business (RVR-COB), College of Computer Science, College of Education, College of Engineering, College of Law, College of Liberal Arts, College of Science and School of Economics. Each college has several departments that supervise degree programs. Each department will have its own degree programs.

There are six departments under the RVR-COB. These are Accountancy, Commercial Law, Decision Sciences and Innovation, Financial Management, Marketing and Advertising, and the Management and Organization Department (MOD).

The practicum programs vary per degree and can range from 100 hours to as long as one academic school year. Some programs require individual practicum experience while others require students to group together to undertake their practicum. An External Affairs Director for each College helps each department with industry linkages.

2.0 APPLIED CORPORATE MANAGEMENT INTERNSHIP PROGRAM

2.1 Historical Perspective

Henry Schumacher, President of the European Chamber of Commerce in the Philippines (ECCP) approached De La Salle University to create a business degree program that incorporated alternate full-time internships sandwiched between academics. He committed to have ECCP companies accept students as interns for three trimesters. With strong support both from industry and University administrators, the BSC major in Business Management with specialization in Applied Corporate Management was borne. The Commission on Higher Education approved the degree offering in AY 1997-1998. A little more than a decade after the degree program was renamed - BS Applied Corporate Management.

For AY 1997-1998, the Business Management, now Management and Organization, Department (MOD) accepted shiftees into the program. There were four students, who took their internship at ECCP member companies. These four students finished their course in April 1999 and joined the June 1999 graduation ceremonies. As of April 2011, the Department has accepted 586 students, eight of whom dropped out of the program. Of the remaining figure, 446 students have graduated under the program (singly or together with a first major). Fifty-eight percent of students who have graduated, did so with at least a minimum academic recognition of Honorable Mention.

Over the years, the Department accepted partnership with new companies outside the ECCP. Simultaneously, the number of ECCP companies waned since many transferred their manufacturing facilities in the export processing zones. The partner company that has been with the program since its inception in 1997 is L'Oreal Philippines. Unilever Philippines became a partner company in 1998 and has accepted 88 interns to date. Other partner companies who are strong supporters of the program are Nestle Philippines (160 interns since 1999), Pilipinas Shell (101 interns since 2000), and Citibank N.A. (95 interns since 2001).

2.2 Administrative Structure

The MOD currently supervises the program that allows students to graduate with a Bachelor of Science in Applied Corporate Management (BS-ACM). The MOD

also supervises the Masters in Business Administration (MBA) and the Doctor in Business Administration (DBA).

A Department Chairperson heads the MOD. The Chairperson is supported by a Vice Chairperson and a Graduate Studies Coordinator. For greater program supervision, there is an Internship Coordinator who serves as the liaison officer with industry and the Thesis Coordinator who supervises the thesis component.

2.3 Program Uniqueness

The program that allows ACM students to obtain industry exposure is unique. Students go through an internship rather than a practicum. The marked difference lies in the quantity and quality of the devoted time that ACM students spend with a partner company. Consequently, the term “internship”.

Unlike practicum programs that are prevalent, the Department designed the internship of its students so that they render 480 hours each alternate trimester in the workplace, up to three times. ACM students do not enroll in any other subject during the term of internship and thus report to work the entire 40 hours a work, for a total of 12 weeks. They return to school for more academic grounding, and then go back to internship for another 12-week period. This is repeated three times. By the end of their education, ACM students would have had 1,440 hours of work experience.

2.4 Type of Work Assignment

Due to the program design, where students are able to render three consecutive months of uninterrupted internship, partner companies are able to give more substantive projects to ACM students. We have had students who helped launch products, conduct job analysis, develop manuals, analyze sales reports, as well as conceptualize employee events. They also have done day-to-day tasks of monitoring activities, balancing accounts, interviewing applicants, and preparing reports.

2.5 Quality of ACM Students

Not just anyone can become an ACM student. Usually in their second year, students would apply to enter the ACM program. Historical figures show that only half of those who apply are accepted, with some terms reflecting only a 35% acceptance rate. This is because the MOD adapts a stringent selection process

that screens out students who are not able to cope with the demands of the workplace.

An ideal ACM student has an above average cumulative grade point average. The student is very active in extra-curricular activities, where leadership skills are tested. The student also exhibits good oral and written communication skills.

There are only about 40 students that comprise a batch of accepted students per academic year. These students take their internship with about 10 partner companies each trimester.

3.0 HOW TO BECOME A PARTNER COMPANY

Companies that are interested to partner with MOD in the education of ACM students by opening up their company for internship, may communicate with the department administrators.

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