



INSTITUTE OF ACCOUNTS, BUSINESS AND FINANCE  
BUSINESS ADMINISTRATION

# BUSINESS PLAN AND BUSINESS RESEARCH

# KIT



REVISED AS OF JULY 2016





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# **FAR EASTERN UNIVERSITY**

## **VISION**

Guided by the core values of Fortitude, Excellence, and Uprightness  
Far Eastern University aims to be a university of choice in Asia.

## **MISSION**

Far Eastern University provides quality  
higher education through industry-responsive  
and outcomes-based curricular programs.

FEU produces globally competitive graduates  
who exhibit the core values of fortitude,  
excellence, and uprightness.

FEU promotes sustainable and responsive research,  
extension services, and heritage and environment stewardship  
toward national and global development.

## **QUALITY POLICY**

Far Eastern University is committed to providing  
quality educational services.

Each person is expected to do the job right the first time  
with the intention of consistently satisfying the requirement of our  
students, other members of FEU community, and external parties.

Under any given circumstances we shall adhere to all the requirements  
and standards for continuous improvement and effectiveness  
of the quality managements systems.

# **INSTITUTE OF ACCOUNTS, BUSINESS AND FINANCE**

## **VISION**

The FEU Institute of Accounts, Business and Finance envisions itself to be the leading business school in Asia.

## **MISSION**

The FEU Institute of Accounts, Business and Finance is committed to produce principled and competent business graduates espousing fortitude, excellence, and uprightness.

# FOREWORD

The Business Plan/Research Kit serves as a guide for students in: writing a business plan proposal/research proposal; conducting actual research/development; and documenting and presenting the output in a standard format approved by the faculty members teaching research/business plan courses. This kit also serves as a complete reference for Research and Business Plan advisers.

The institute aims to produce quality student researches and business plans which can be exhibited by the institute if not presented in national or even international student research conferences or student business plan competitions. Hence, papers submitted must comply with the acceptable research and business plan format used/accepted in national/international competitions.

This guide will help the student answer among others several questions relevant to writing a business plan or a business research including: What need/s the product/service addresses? What benefits can be derived from the product/service? What are the barriers to entry and how to overcome these barriers? Who are the target markets? How to produce the product or service? What are the resource requirements needed to produce the product or service? Is the product/service feasible and viable to produce? What are the risks involve and how can these risks be mitigated?

Similarly, this guide will help students complete and write their business research and address/conduct among others the following: identify and analyze business problems and provide appropriate and effective ways to address these; select and apply appropriate research types/designs; formulate clearly defined research questions; analyze and summarize key issues and themes from existing literature; and finally to document, present and successfully defend their research findings before a panel.

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# BUSINESS PLAN 1 & 2

## COURSE SYLLABI

### COURSE DESCRIPTION

Business Plan is divided into Business Plan 1 and Business Plan 2 and must be taken in two consecutive semesters. Business Plan is an integrative course wherein students will use the knowledge and skills acquired from core management courses such as accounting, finance, marketing, production & operations, human resources, information systems and business ethics coupled with strategic management techniques to develop a plan for a new/start up business.

Business Plan 1 with Internet course will require student to submit a business plan/business proposal. The proposal should include an executive summary, industry and market analysis, marketing strategy and plan, operations plans, product/service development plan and company structure.

Business Plan 2 is a continuation of Business Plan 1 and will focus on the financial requirements of the new business and development of pro forma financial statements (income statements, balance sheet, cash flow, etc). The highlight of Business Plan 2 is the defense of the complete business plan and exhibit of the product/service output.

## **COURSE OUTCOMES**

At the end of the course, the student will be able to:

1. utilize screening and feasibility tools to effectively conduct a feasibility analysis and determine the worthiness of a potential new business idea;
2. write a complete business plan including an executive summary, industry and market analysis, marketing strategy and plan, operations plan, product/service development plan and company structure, financial requirements of the new business and pro forma financial statements (income statements, balance sheet, cash flow, etc.); and
3. present and defend the business plan before a panel and exhibit the product/service output.

## Business Plan 1

### COURSE OUTLINE AND TIMEFRAME

WEEK NO.	TOPIC
1	Orientation
2	Creating the Business Plan Concept
3	The Marketing Plan
4	The Organization of the Business
5	The Location Plan
6	<b><i>Preliminary Period</i></b>
7 & 8	The Financial
9	Projecting Financial Requirements
10	Pricing and Credit
11	Human Resource Management
12 & 13	<b><i>Midterm Requirement</i></b> <b>Proposal for Business Plan</b> <b>(Oral Defense Presentation on the chosen proposed Business Plan)</b>
14 & 17	Start of Write Up (Management Aspect, Marketing Aspect, Technical Aspect, and CSR)
18	<b>Submission of Proposed Business Plan</b> <b>(in CD MS WORD FORMAT as FINAL Requirement)</b>

## Business Plan 2

### COURSE OUTLINE AND TIMEFRAME

WEEK NO.	TOPIC
1 to 2	Orientation
3 to 4	Review of the following: a. Management Aspect b. Technical Aspect c. Marketing Aspect
5	Validation of Survey Conducted
6 to 13	Consultation on the following: a. Financial Aspect b. Socio-Economic Aspect c. Project Summary
14 to 16	Mock Presentation of Business Plan
17 to 18	Final Oral Defense and Presentation
IABF-BA TamBiz Expo	

## REQUIRED TEXTBOOK

Moore, Carlos, Petty William, Palich, Leslie and Logenecker (2013).  
Managing Small Business: Customized Version. Cengage Learning

## REFERENCES

Ebert, Ronald J. Business Essentials. Boston: Pearson, 2013 Nickels,  
William G. Understanding business. New York: McGraw-Hill/Irwin, 2012.

Nickels, William G. Business: Connecting Principles to Practice. New  
York: McGraw-Hill/Irwin, 2012

Ebert, Ronald J. Business Essentials. Boston: Pearson, 2011. Boone, Louis  
E. Contemporary Business. [S. l.] : Wiley & Sons Asia, 2011.

Bovee, Courtland L. Business in Action: with real-time updates.

Upper Saddle River, NJ: Pearson Education, 2011

Campbell, David J. Business Strategy an Introduction. Basingstoke,  
Hampshire: Palgrave Macmillan, 2011.

Harvard Business Review on Rebuilding your Business Model. Boston:  
Harvard Business Review Press, 2011

## JOURNALS

For on-line journals and magazines: <http://search.epnet.com>  
(EBSCO)

### *Foreign Titles:*

- Harvard Business Review
- Journal of Management Education
- Journal of Money Credit & Banking

- Journal of Policy Analysis & Management Management Today
- Office Solution
- Public Personnel Management

*Local Titles:*

- Amcham Business Journal
- Journal of Business Education & Law

## **MAGAZINES**

- Business Week
- Fortune
- American Chamber of Commerce's Business Journal

## **WEBSITES**

<http://www.managementhelp.org/> <http://management.about.com/>  
<http://www.planware.org/strategy.htm#1>  
<http://www.quickmba.com/strategy/strategic-planning/>  
<http://ag.arizona.edu/futures/sce/strategicplanning.html>  
<http://www.managementhelp.org/orgnzing/orgnzing.htm>  
[http://www.motivation-tools.com/workplace/leadership\\_styles.htm](http://www.motivation-tools.com/workplace/leadership_styles.htm)  
<http://www.managementhelp.org/cntrlng/cntrlng.htm>

## **FINAL REQUIREMENT**

Business Plan 1 with Internet:

- Approved Proposed Business Plan Paper

Business Plan 2 :

- Business Plan Paper
- Final Presentation and Oral Defense of Business Plan
- Exhibit of Actual Product/Service

# BUSINESS PLAN FORMAT

A. **PROJECT SUMMARY** – a section of the business plan that conveys a clear and concise overall picture of the proposed business.

1. Type of Business
2. Company Profile and Logo
3. Management Highlights
4. Technical Highlights
5. Marketing Highlights
6. Financial Highlights
7. Socio-Economic Contribution

B. **MANAGEMENT ASPECT** – a section of the business plan that describes a new firm's organizational structure and the background of its employees.

1. Key Business Operations
2. Type of Business
3. Organizational Structure
4. Job Descriptions
5. Salaries and Benefits
6. Hiring of Personnel
7. Performance Appraisal
8. GANTT Chart

C. **TECHNICAL ASPECT** – a section of the business plan that offers information on how a product will be produced or a service provided including descriptions of the new firm's facilities, labor, raw materials and processing requirements.

1. Product Concept
2. Benefits, Attributes and Features
3. Plant Location and Layout
4. Raw Materials
5. Factory Machinery and Equipment
6. Production Process
7. Packaging
8. Office Supplies
9. Office Equipment
10. Utilities
11. Delivery
12. Quality and Safety Measures

D. **MARKETING ASPECT** – a section of the business plan that describes the user benefits of the product or service and the type of market that exists.

1. Market Overview Porter
2. Framework SWOT Analysis
3. Demand Study
  - Historical Demand
  - Data Projected
  - Demand Data
4. Supply Study
  - Historical Supply
  - Data Projected
  - Supply Data
  - Demand and Supply Analysis
  - Target Market Profile
5. Market Research
  - Procedure in Conducting Market Research
  - Sample Survey Instrument
  - Respondents' Profile
  - Survey Results and Analysis

6. Product
  - Brand name and logo
  - Unique Selling Proposition
  - Packaging
7. Pricing
  - Pricing Strategy
  - Comparative Pricing Matrix
8. Place
  - Distribution Strategy
  - Channels of Distribution
9. Promotion
  - Sales and Promotional Program and Budget
  - Advertising Program and Budget
  - Public Relations Program and Budget
10. Market Risks

E. **SOCIO-ECONOMIC ASPECT** – a section of the business plan that focuses on evaluating the impacts development has on community social and economic well being.

1. Government Customer
2. Community Proponents

F. **FINANCIAL ASPECT** – a section of the business plan that projects the company's financial position based on well-substantiated assumptions and explains how the figures have been determined.

1. Financial Assumptions
2. Projected Income Statement
3. Projected Balance Sheet
4. Projected Cash Flow
5. Financial Ratios

G. **BIBLIOGRAPHY** – this section should be an alphabetized list of all the academic sources of information utilized in the paper.

*Note: The recommended font should be Arial, font size 11.*



# **BUSINESS RESEARCH 1**

## **(WITH INTERNET)**

### **COURSE SYLLABUS**

## **COURSE DESCRIPTION**

This course investigates the techniques of the research process as applied to business. Experience is gained in defining research problems, designing a research project, and in collecting, analyzing, recording and interpreting data. It introduces students to survey research and, to a lesser extent, experimentation.

The course is divided into two (2) parts, which is taken in two (2) semesters: the Business Research I with Internet and the Business Research 2.

## **COURSE OUTCOMES**

At the end of this course, the student will be able to:

1. understand the overall flow and scientific nature of the research process;
2. focus in-depth the Introduction Section and the Literature Review Paper;
3. differentiate various types of researches according to their purpose and methods used;
4. apply research concepts, terminologies, and techniques for developing a research proposal (e.g., independent/dependent variables, constructs, sampling, others); and
5. cite reference materials and construct a bibliography by using the APA (American Psychological Association) Reference Style.

## COURSE OUTLINE AND TIMEFRAME

WEEK NO.	TOPIC
1	Orientation
	Part 1 Introduction to Business Research <ul style="list-style-type: none"> <li>• Research in Business</li> <li>• Ethics in Business Research</li> </ul>
3	<ul style="list-style-type: none"> <li>• Thinking like a Researcher</li> <li>• The Research Process: An Overview</li> </ul>
4	Clarifying the Research Question through Secondary Data and Exploration
5	Part 2 The Design of Business Research <ul style="list-style-type: none"> <li>• Research Design: An Overview</li> <li>• Qualitative Research</li> <li>• Observation Studies</li> <li>• Experiments</li> <li>• Surveys</li> </ul>
6	PRELIMINARY EXAMINATION
7, 8 and 9	Part 3 The Sources and Collection of Data <ul style="list-style-type: none"> <li>• Measurement Scales</li> <li>• Questionnaires and Instruments</li> <li>• Sampling</li> </ul>
10	Part 4 Analysis and Presentation <ul style="list-style-type: none"> <li>• Data Preparation and Description</li> <li>• Exploring, Displaying and Examining Data</li> <li>• Measuring of Association</li> </ul>
11	<ul style="list-style-type: none"> <li>• Presenting Insights and Findings: Oral Presentations</li> </ul>
12	MIDTERM EXAMINATION
13	Proposal for Business Research TITLE
14 & 17	Start of Write Up (from Introduction to Conceptual Framework/Theoretical Framework )
18	Submission of Proposed Business Research (in CD) (as FINAL requirement)

# BUSINESS RESEARCH 2

## COURSE SYLLABUS

### COURSE DESCRIPTION

This course is a continuation of Business Research 1. Students should demonstrate their understanding of the fundamentals of business research through a well-defined research problem and appropriate research design to include hypothesis for testing and research statistics. This course will focus on data gathering and analysis and interpretation in order to arrive at a sound conclusion and proper recommendations. A complete business research paper will be presented and defended before a panel.

### COURSE OUTCOMES

At the end of this course, the student will be able to:

1. integrate what they have learned from prior courses to conduct comprehensive research;
2. develop critical competencies and skills required in data gathering and enquiry;
3. apply advanced understanding of business research methodology, design, and analysis;
4. effectively use tools and techniques to create reliable data analysis and interpretation;
5. demonstrate ethical conduct in undertaking research including sensitivity to respondents' cultural differences and integrity in analysis and reporting; and
6. present and defend a business research output before a defense panel.

## COURSE OUTLINE AND TIMEFRAME

WEEK NO.	TOPIC
1	Review the Business Research Proposal by the Group Advisers
2 to 5	Field Survey of the Questionnaire
6 to 13	Consultation on the following: a. Results and Discussion b. Conclusion c. Recommendation d. Endnotes e. References f. Appendices
14 to 16	Mock Presentation of Business Research
17 to 18	Final Oral Defense and Presentation
Business Research Colloquium	

## REQUIRED TEXTBOOK

Cooper, Donald R.; Pamela S. Schindler. (2014). Business Research Methods. 12<sup>th</sup> Ed. Mc Graw- Hill International Edition.

## REFERENCES

Beins, Bernard C.(2012). APA Style Simplified: Writing in Psychology, Education, Nursing and Sociology. Wiley-Blackwell.

Cooper, Donald R., Schindler, Pamela S. (2012). Business Research Methods. McGraw-Hill International Edition.

Szuchman, Lenore T. (2014). Writing with Style APA Style Made Easy 6<sup>th</sup> Edition. Cengage Learning

## JOURNALS

For on-line journals and magazines: <http://search.epnet.com> (EBSCO)

*Foreign:*

- Harvard Business Review
- Journal of Management Education
- Journal of Money Credit & Banking
- Journal of Policy Analysis & Management Management Today
- Office Solution
- Public Personnel Management

*Local:*

- Amcham Business Journal
- Journal of Business Education & Law

## MAGAZINES

- Business Week
- Fortune
- American Chamber of Commerce's Business Journal

## WEBSITES

<http://www.managementhelp.org/> <http://management.about.com/>

<http://www.planware.org/strategy.htm#1> <http://www.quickmba.com/strategy/strategic-planning/>

<http://ag.arizona.edu/futures/sce/strategicplanning.html>

<http://www.managementhelp.org/orgnzing/orgnzing.htm>

[http://www.motivation-tools.com/workplace/leadership\\_styles.](http://www.motivation-tools.com/workplace/leadership_styles.htm)

[htm http://www.managementhelp.org/cntrlng/cntrlng.htm](http://www.managementhelp.org/cntrlng/cntrlng.htm)

## FINAL REQUIREMENT

Business Research 1 with Internet:

- Approved Proposed Business Research Paper

Business Research 2:

- Business Research Paper
- Final Presentation and Oral Defense of Business Research
- Business Research Colloquium
- Business Research Poster Presentation

# BUSINESS RESEARCH FORMAT

## (APA STYLE)

- A. **TITLE PAGE** – it contains the title (and possibly the sub-title of the research title, its first name and surname of the author.
- B. **ABSTRACT** – is a short summary of the entire paper. It should include: goals and objectives, results, and conclusions. It is usually one of the last parts of the paper to be written.
1. Introduction to the Topic
  2. Chief Purpose/Objective
  3. Method
  4. Results
  5. Conclusion
- C. **INTRODUCTION** – contains the broad overall topic and providing basic background information. It then narrows down the specific research question relating to the topic. It provides the purpose and focus for the rest of the paper and sets up the justification for the research.
1. Background of the Study
  2. Statement of the Background
  3. Objective of the Study
  4. Hypothesis
  5. Conceptual Framework

- D. **RELATED LITERATURE** – it describes past important research and it relate it to the research problem. It should be a synthesis of the previous literature and the new idea being researched. The review should examine the major theories related to the topic to date and their authors.
1. Local Literature
  2. Foreign Literature
- E. **METHODOLOGY** – it describes the research design and methodology used to complete the study.
1. Research Design
  2. Participants
  3. Instrument
  4. Data Gathering Procedure
  5. Data Analysis
- F. **RESULTS AND DISCUSSION** – in this section, the results of the analysis are presented whether the research study was quantitative or qualitative in nature. This section should focus only on results that are directly related to the research or the problem.
- G. **CONCLUSION** – describes the results and the implications on the field, as well as other fields. The hypothesis should be answered and validated by the interpretation of the results.
- H. **RECOMMENDATION** – it should be based on the findings and conclusion of the study. It may be specific or general or both. They may include suggestions for further studies.
- I. **REFERENCES** – this section should be an alphabetized list of all the academic sources of information utilized in the paper. The format of the references will match the format and style used in the paper.



# GUIDELINES AND PROCEDURES

## STUDENTS

### A. STUDENTS

1. All students are required to enroll in BUS PLAN 2 / FIN RES 2 / MKT RES 2 / LEG RES 2 / ECN RES 2 or HR RES 2.
2. Students must belong to a Research Group/Business Plan Group. Each group must have at least six (6) members. In cases where the original group in Business Research 1 or Business Plan 1 is dissolved, students may join other groups.
3. Should any of the members of the group drop the course, the remaining member of the group may continue with the project but must notify the member who dropped the course. The member who dropped the course cannot use the same project/research. Said student may join other group with different research paper/business plan upon re-enrollment.
4. Each group must have a Business Research/Business Plan Adviser. The members may select from the roster of approved advisers provided by the Department and submit a letter of request to the selected adviser. If the selected adviser will accept the request, the group will submit the approved request letter to their respective

department. If the request is declined, the group must choose for another adviser. (*see Appendix A*)

5. The research group and the adviser are required to agree on a regular consultation meeting. The planned consultation meeting must be signed by members of the group and the adviser. The signed planned consultation must be submitted to the Department for records and monitoring purposes.
6. Each consultation meeting must be documented using the Business Research/ Business Plan consultation form. The students and the advisers are required to sign on the form each time they attend the consultation meeting. These signed forms will be submitted to the department together with the final draft of the Business Research/ Business Plan paper.
7. The group must arrange with their respective adviser the schedule of the research presentation/defense. The final draft must be submitted on the date agreed upon in the agreed format (printed/ soft copies) before the scheduled date of presentation. This will to give panel members enough time to read and review the final draft of the Business Research/Business Plan paper.
8. Failure to submit the final draft (printed or soft copies) on the agreed date will mean automatic cancellation of the scheduled defense. The group must secure another schedule from their adviser. Otherwise, they will get a grade of "F."

## **B. STUDENT BUSINESS RESEARCH/BUSINESS PLAN DEFENSE**

The Business Research/ Business Plan Defense aims to validate if the course learning outcomes were achieved by the students. All completed research or business plans are qualified for presentation.

The list of approved presentation will be announced/posted in the Department/Office of the Dean. It is the responsibility of the adviser to ensure proper dissemination of the approved schedule to their respective advisees and defense panel members. Likewise, it is the responsibility of the students/groups to know their respective schedule of presentation/defense.

1. The groups are required to be at the presentation venue at least 30 minutes before the scheduled presentation to give ample lead time to set up the presentation and/or exhibits.
2. Failure to show up during the agreed date of presentation without prior notice to the adviser and approval of the adviser to re-schedule presentation will result to a grade of "F."
3. Oral defense individual and group grades will solely come from the panel of evaluators using the approved form for grading paper presentation/defense. *(see Appendix E & F)*
4. If the members of the panel deem it necessary, the panel may recommend re-defense or repeat presentation of the business research/business plan only once. Similarly, the group of students may appeal for another chance and do a re-defense/another presentation to the same panel. The schedule will be agreed upon and the rules for defense will be applied.
5. Re-defense to another set of panel is not allowed except on meritorious cases with the approval of the Dean.
6. Re-defense on individual member of a group to the same panel or another set of panel is not allowed except on meritorious cases with the approval of the Dean. Therefore, any member of the group who is absent during the oral defense will have a grade of "F" in the oral defense.

## C. STUDENT BUSINESS RESEARCH/BUSINESS PLAN PRESENTATION AND GRADING SYSTEM

### 1. Presentation

Each group presentation and defense can be scheduled for a maximum of one (1) hour. The students will be allowed a maximum of 20 minutes to present their paper and provide a demonstration if applicable before the panel. The panel will be given a maximum of 30 minutes to ask the students and provide assessment, evaluation and recommendations; and another 10 minutes to deliberate and/or compute the grades.

#### *Time Allotment:*

Presentation	20 minutes
Questions/Answers	30 minutes
Deliberation	<u>10 minutes</u>
Total	60 minutes

Each member of the group is expected to present a part of the report, to answer questions, defend the group position or conduct demonstration before the panel.

### 2. Composition of the Defense Panel

The oral defense panel will have at most four (4) members including the adviser.

### 3. Qualification of Defense Panel Member

Each of the panel members from the academic community must:

- Have expertise on the topic to be defended;
- Holds at least a master's degree in business or the field of specialization of the students (e.g MBA or MS Finance – for BSBA major in Finance students, etc); and
- Must have an established track record to conduct and evaluate research.

If a panel member from the industry is invited, he/she must:

- Have expertise on the thesis topic to be defended;
- Have at least two years of industry experience on the thesis topic; and
- Must have established track record to do and evaluate research.

4. A faculty member of IABF may serve as a panel member in at most eight (8) combined Research Paper and Business Plan in any given semester.

For example:

For first semester Oral defense, Professor X is allowed to sit in at most 8 different titles only. This will ensure that as a panelist Professor X was able to read, study, appreciate and provide recommendations to the Thesis or Design Projects to be presented). Any panel member who participated in more than 8 different titles will only be paid honorarium for 8 titles.

5. Deans/Associate Deans/Directors may serve as a panel member in at most eight (8) titles provided: the defense is outside office hours; they have expertise in the business research/business plan to be defended; and they have an established track record to do and evaluate research.

6. Oral Defense Grading Scheme

Students are graded based on group and individual performance

Group Grade (70%):

Paper Content and Organization	50%
Presentation Quality	20 %

Individual Grade (30%)

Individual Grade Adviser	15 %
Individual Grade Panel	<u>15 %</u>
Total	100%

#### **D. SUBMISSION OF FINAL BUSINESS RESEARCH/ BUSINESS PLAN OUTPUT**

1. Each group must pay attention and take note of the evaluation, recommendations or additional requirements of the defense panel. All recommendations and additional requirements must be acted upon and complied with.
2. The final paper compliant with the panel recommendations/ additional requirements must be re-submitted to the adviser and members of the panel for final checking and grading within 1 week after the oral defense.
3. Failure to submit the revised copy with all the corrections and integration of the defense panel recommendations before the last day of the final exams will be given a grade of "F."
4. As part of the final requirements of the course, the group is required to submit one (1) soft copy of the final research paper/business plan in PDF format saved in a compact disc (CD) to the IABF Business Department.

## THE BUSINESS RESEARCH/ BUSINESS PLAN ADVISER

1. A list of approved Business Research/Business Plan advisers will be made available to all students enrolled in Business Research/ Business Plan.
2. Students are allowed to choose their Business Research/ Business Plan adviser from among the approved list of advisers. (Please check current list of approved advisers from the Department).
3. The Business Research/ Business Plan adviser must possess the necessary skills and expertise to provide directions and guidance for the timely completion of the approved research proposal/ business plan proposal.
4. The adviser must be a faculty member of IABF (LPT/LFT/RFT) in the current semester and must have at least a Master's degree in Business or a Master's degree related to the specialized field of specialization of the students and an established track record to do research.
5. The adviser can only accept a maximum of four (4) titles (combined Business Research/Business Plan) in one semester subject to the approval of the Dean. (*see Appendix B*)
6. The adviser in agreement with the students will schedule consultation meetings to ensure timely completion of the research paper / business plan. (*see Appendix C*)

# PRE - ORAL DEFENSE REQUIREMENTS

## General Requirements

In preparation for the oral defense, the group must submit to the IABF Research Panel Committee Chair the following:

1. certification of completion and a recommendation from their group adviser. (*see Appendix D*)
2. one (1) CD in PDF format of the business plan/research on the designated date assigned. Please use Arial Font size 11.
3. The business plan/business research is distributed to the members of the panel at least one week before the scheduled oral defense.

## CHAIR AND PANEL MEMBERS

The oral defense aims to determine the students' understanding of management theories and concepts and their ability to apply these in a practical setting. It is also designed to test their managerial and communication skills, as well as their ability to develop alternatives based on changing scenarios.

1. Panel members are required to evaluate the students for both individual performance and their group presentation/performance using the approved grading system and rubrics. Refer to the enclosed Grading System. (*see Appendix E and F*)
2. The panel members may ask probing and challenging questions to check the depth and breadth of the research/business plan output.



Constructive remarks and guidance are encouraged. Panel should refrain from making insulting and demeaning remarks during the oral defense presentation.

3. The chairman of the defense panel will provide a short brief on the conduct of the defense and the bases for grading the students and introduce the members of the defense panel to the students. Likewise the students are allowed to introduce their members before the panel.
4. The Chairman of the Defense panel must ensure that allotted time for each presentation is strictly adhered to. To reiterate:

Presentation	20 minutes
Questions/Answers	30 minutes
Deliberation	<u>10 minutes</u>
Total	60 minutes

5. After each group presentation, panel members must complete the grade sheet, provide marks for each student/group and submit the completed grade sheet to the Chairman of the Defense Panel.
6. After the last presentation, the Chairman of the panel is required to submit all completed grade sheets to the Department Secretary.

# APPENDICES

## Appendix A LETTER OF REQUEST FOR ADVISORSHIP



**FAR EASTERN UNIVERSITY**  
**INSTITUTE OF ACCOUNTS, BUSINESS AND FINANCE**  
**BUSINESS ADMINISTRATION DEPARTMENT**

Date: \_\_\_\_\_

\_\_\_\_\_  
**Faculty Member**  
**Institute of Accounts, Business and Finance**

Dear \_\_\_\_\_,

May we request for your kind approval to be our Group Adviser in our proposed business plan/business research entitled "\_\_\_\_\_" as partial fulfilment of the requirements for our degree.

Thank you.

Respectfully yours,

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accepted by:

\_\_\_\_\_  
Signature of Adviser over Printed Name  
Group Adviser

Date: \_\_\_\_\_

*FEU/QSF-ABF.04 Rev.No.00 Effectivity Date: 07 October 2014*

Appendix B  
**OFFICIAL APPOINTMENT LETTER OF FACULTY ADVISORSHIP  
FOR BUSINESS PLAN AND BUSINESS RESEARCH**



**FAR EASTERN UNIVERSITY**  
**INSTITUTE OF ACCOUNTS, BUSINESS AND FINANCE**  
**BUSINESS ADMINISTRATION DEPARTMENT**

**DATE :** \_\_\_\_\_  
**TO :** \_\_\_\_\_  
**FROM :** \_\_\_\_\_  
Chair, IABF Research Panel Committee  
**RE :** Official Appointment Letter of Faculty Advisorship

---

We are pleased to inform you of your official appointment as Business Plan/Research Adviser entitled:  
" \_\_\_\_\_ " of the following students:

_____	_____
_____	_____
_____	_____

As a group adviser, you are expected to:

1. **Provide** the group his/her consultation schedule;
2. **Attend** the consultation sessions as specified on the consultation schedule;
3. **Require** the group to submit a copy of their business research proposal;
4. **Advise and help** the group all about the scheme, format and contents of their business research proposal;
5. **Not to require** the students to do the **consultation sessions outside the University**;
6. **Feedback** the Business Administration Department on the group attendance, by submitting every week the consultation form duly signed by the group adviser;
7. **Conduct** the mock defense to familiarize the group in preparation for final presentation.
8. **Help** the group do the revision and correction and;
9. **Encourage or assist** the group to complete and submit the **final paper** and **revision** of their business research proposal on time.

This will be a very challenging but exciting task. Your support is highly appreciated.

*I agree and accept the official appointment*

\_\_\_\_\_  
Signature over Printed Name  
Faculty Adviser

Noted by:

\_\_\_\_\_  
Dean, Institute of Accounts, Business and Finance

FEU/A-ABF-QSF.05 Rev.No.00 Effectivity Date: 07 October 2014

Appendix C  
**CONSULTATION TIME SHEET**  
**FOR BUSINESS PLAN AND BUSINESS RESEARCH**



**FAR EASTERN UNIVERSITY**  
**INSTITUTE OF ACCOUNTS, BUSINESS AND FINANCE**  
**BUSINESS ADMINISTRATION DEPARTMENT**

Group Name : \_\_\_\_\_  
 Section : \_\_\_\_\_  
 Adviser's Name : \_\_\_\_\_

DATE	BUSINESS PLAN / RESEARCH PLAN ACTIVITY	TIME STARTED	TIME ENDED	GROUP LEADER'S SIGNATURE

Prepared by:

Approved by:

\_\_\_\_\_  
 Faculty Adviser's Signature over Printed Name

\_\_\_\_\_  
 Chair, Students' Research Committee

*FEU/A-ABF-QSF.06 Rev.No.00 Effectivity Date: 07 October 2014*

Appendix D  
**LETTER OF COMPLETION**  
**FOR BUSINESS PLAN AND BUSINESS RESEARCH**



**FAR EASTERN UNIVERSITY**  
**INSTITUTE OF ACCOUNTS, BUSINESS AND FINANCE**  
**BUSINESS ADMINISTRATION DEPARTMENT**

Date: \_\_\_\_\_

\_\_\_\_\_  
Chair, Student Research Committee  
Business Administration Department

Dear \_\_\_\_\_,

This is to respectfully and officially endorse to your good office the Business Plan/Research Plan entitled  
" \_\_\_\_\_ "done by the group whose names appear below:

_____	_____
_____	_____
_____	_____
_____	_____

The final paper has been carefully scrutinized and evaluated by the undersigned. This endorsement signifies that the group has satisfactorily and completely complied with the prescribed format and requirements of the paper.

I hereby recommend for the Oral Defense on the date and place that may be set by the Dean's Office.

Thank you.

Respectfully yours,

\_\_\_\_\_  
Name of the Adviser  
Adviser

*FEU/A-ABF-QSF.07 Rev.No.00 Effectivity Date: 07 October 2014*



APPENDIX E

GRADING SHEET FOR BUSINESS PLAN

PROJECT TITLE:  
COURSE :

INSTRUCTIONS ON RATING:

Please CHECK MARK the appropriate box of your choice relative to the NUMERICAL SCALES AND VALUES given below;

SCALE	INTERPRETATION	% Conformity	BASIS AND DESCRIPTIONS
4	EXCELLENT	95-100	Surpasses all requirements of the section with details of extensive and clear discussions of each part. Presented updated data evidences/proofs with citations.
3	VERY GOOD	85-94	Covered all requirements of the section with some discussions of each part. Presented updated data evidences/proofs.
2	GOOD	75-84	Covered almost all requirements of the section, <i>lacking some parts</i> and with <i>minimum discussions</i> . <i>No data evidences.</i>
1	POOR	74-below	<i>Does not meet any minimum requirements</i>

A. INDIVIDUAL GRADE (by ADVISER) – 15% TO BE SUBMITTED AHEAD PRIOR TO ORAL DEFENSE

Name of Student	Contribution 5%	Initiative 5%	Participation 5%	SUM (15%)
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				

B. PAPER CONTENT and ORGANIZATION – 50%

STRUCTURE	COMPONENT	WEIGHT	SUM
Executive Summary	Discussed briefly the following; <ul style="list-style-type: none"><li>Gist of the business concept</li><li>Management, Operations and Marketing highlights</li><li>Financial features (revenues, expenses &amp; Profits)</li><li>Major Achievements/milestone</li></ul>	2%	
Company Background & its Business Environment Aspect	Presented the Company description; Business concept & model; VMG; Key Success Factor; and Competitive Advantage Discussed the market & industry background	3%	
Organization & Management Aspects	Presented organizational structure; required competencies; job descriptions, salaries & benefits and hiring process & PAS	10%	
Technical/Production & Operations Aspects	Described the Product/Service concept & its benefits; production processes; Plant/store lay-out & location. Identified the supply chain networks; conducted market testing activities; presented development plan with budget requirements and Risk assessment program	10%	
Marketing Plan Aspects	Presented & discussed the 4 P's, sales forecast; elaborated the STP's; Described the market trends; Competitors Strengths' & Weaknesses. Presented SWOT & TOWS Analysis. Discussed the Marketing strategies and the business expansion program.	10%	
Socio- Economic Impact	Described the relevance of the business to the Government, Community and Consumers.	5%	
Financial Aspects	Presented the financial plan and projections (for 3 years) by covering the following aspects; Cash flow, income statement, Balance sheet and Financial Highlight.	10%	

TOTAL

50%



FAR EASTERN UNIVERSITY  
INSTITUTE OF ACCOUNTS, BUSINESS AND FINANCE  
BUSINESS ADMINISTRATION DEPARTMENT

**C. PRESENTATION QUALITY (GROUP) – 20 %**

FACTORS	CRITERIA	WEIGHT	SUM
1. SLIDE/TECHNOLOGY	Clarity, accuracy; design/color; logical organization; effects; graphics & charts	5%	
2. DELIVERY	Logical; persuasive; participative; articulate; Voice projection; Demeanor	5%	
3. QUESTION and ANSWER	Accuracy and quality of answers; Group coordination	10%	

<b>TOTAL</b>	<b>20%</b>
--------------	------------

**D. INDIVIDUAL GRADE (by PANEL) – 15%**

Student Number	Name of Student	Presentation Skills 5%	Communication Skills5%	Question & Answer 5%	SUM (15%)
1					
2					
3					
4					
5					
6					
7					
8					
9					

**SUMMARY OF GRADES**

Student Number	Name of Student	Individual Grade Adviser 15%	Paper Content 50%	Presentation Quality 20%	Individual Grade Panel 15%	TOTAL (100%)
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						

\_\_\_\_\_  
Signature over Printed name (Chair)

\_\_\_\_\_  
Signature over Printed Name (Member)

\_\_\_\_\_  
Signature over Printed Name (Member)

FEU/A-ABF-QSF.08 Rev.No.02 Effectivity Date: 31 August 2016



**GRADING SHEET FOR BUSINESS RESEARCH**

RESEARCH TITLE:

Course:

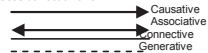
Please CHECK MARK the appropriate box of your choice relative to the NUMERICAL SCALES AND VALUES given below;

SCALE	INTERPRETATION	% Conformity	BASIS
4	EXCELLENT	95-100	Surpasses all requirements of the section with details of extensive and clear discussions of each part. Presented updated data evidences/proofs with citations.
3	VERY GOOD	85-94	Covered all requirements of the section with some discussions of each part. Presented updated data evidences/proofs <i>without citations</i> .
2	GOOD	75-84	Covered almost all requirements of the section, <i>lacking some parts</i> and with <i>minimum discussions. No data evidences and citations</i> .
1	POOR	74-below	<i>Does not meet the any minimum requirements</i>

**J. INDIVIDUAL GRADE (by ADVISER) – 15% TO BE SUBMITTED AHEAD PRIOR TO ORAL DEFENSE**

Name of Student	Contribution 5%	Initiative 5%	Participation 5%	SUM (15%)
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				

**K. PAPER CONTENT and ORGANIZATION – 50%**

STRUCTURE	COMPONENT	WEIGHT	SUM
TITLE	Contains all the variables of the study	3%	
INTRODUCTION	TOTAL	10%	
Background of the Study / Problem	Why was it conducted?		
Conceptual Framework	Cited baseline theories to be utilized in the study Verbal text of the paradigm		
Research Paradigm	Consistent with the SOP's Consistent with the Title Uses correct arrows 		
Statement of the Problem	Consistent with the: Variables in the title Variables in the Paradigm		
Objectives of the Study	Cited the objectives of the study and consistent with the SOP's and Research framework.		
Research Hypothesis	Answers the inferential part of the problem		
Significance of the Study	Identified the relevance of the study from a larger perspective to a specific standpoint with emphasis on its usefulness.		
Scope and Delimitation of the Study	Discussed certain constraints in the study over which the researcher has no control Identifies scope/ coverage of areas of concern; Respondents & Time frame		
Definition of Terms	Define principal/ key terms (operational definitions)		
RELATED LITERATURE AND STUDIES		5%	
Related Literature Local & Foreign	Citations are evidently associated with variables of the study		
Related Studies Local & Foreign	Citations are evidently associated with variables of the study		
METHODOLOGY		12%	
Research Design	Described & Explained the design in the context of the interplay among variables		
Population and Respondents of the Study	Described & Explain the qualification of the target population		
Sample & Sampling Techniques / Design	Described & explained the sampling technique and the sample size		
Measurement & Instrumentation and Questionnaires	Described & explained the instruments used, its construction, validity & reliability procedures With appropriate and relevant questionnaire design		
Research Procedures (Data Gathering process)	Discuss detailed procedures of data collection		
Data analysis & Statistical Treatment	Describe & explain the specific treatment to be used for each SOP's, including hypothesis.		
DATA RESULTS AND INTERPRETATIONS		12%	
Presentation of Data	Tabular presentations of data is based from SOP's		
Interpretation and Analysis of Data	Interpretation & analysis of data is clear & relevant and discussions		
Hypothesis	Answered the Hypothetical statement		
CONCLUSIONS AND RECOMMENDATIONS		8%	
Summary of Findings	Presented synthesis relevant to SOP's		
Conclusions	Stated conclusions are based on findings		
Recommendations	Stated recommendations are relevant & feasible		
REFERENCES	Present in APA Format in the following sequence; • Books • Journals, Magazines & Newspaper • Theses and Dissertations • Websites		
TOTAL		50%	



L. PRESENTATION QUALITY (GROUP) – 20 %			
FACTORS	CRITERIA	Weight	SUM
SLIDE/TECHNOLOGY	Clarity, accuracy; design/color; logical organization; effects; graphics & charts	5%	
DELIVERY	Logical; persuasive; participative; articulate; Voice projection; Demeanor	5%	
QUESTION and ANSWER	Accuracy and quality of answers; Group coordination	10%	

TOTAL 20%
-----------

M. INDIVIDUAL GRADE (by PANEL) – 15%					
Student Number	Name of Student	Presentation Skills 5%	Communication Skills 5%	Question & Answer 5%	SUM (15%)
1					
2					
3					
4					
5					
6					
7					
8					
9					

SUMMARY OF GRADES						
Student Number	Name of Student	Individual Grade Adviser 15%	Paper Content 50%	Presentation Quality 20%	Individual Grade Panel 15%	TOTAL (100%)
1						
2						
3						
4						
5						
6						
7						
8						
9						

Signature over Printed name (Chair)

Signature over Printed Name (Member)

Signature over Printed Name (Member)

FEU/A-ABF-QSF.09 Rev.No.02 Effectivity Date: 31 August 2016

Appendix G  
**PROOF READING CERTIFICATION**



**FAR EASTERN UNIVERSITY**  
**INSTITUTE OF ACCOUNTS, BUSINESS AND FINANCE**  
**BUSINESS ADMINISTRATION DEPARTMENT**

In partial fulfilment of the requirements for the degree of BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION Major in \_\_\_\_\_, this business plan / research plan proposal entitled " \_\_\_\_\_ " prepared and submitted by:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

was proofread and edited by the undersigned.

\_\_\_\_\_  
Signature over Printed Faculty Name  
English Department  
Institute of Arts and Sciences

Date: \_\_\_\_\_

*FEU/A-ABF-QSF.13 Rev.No.00 Effectivity Date: 07 October 2014*



Institute of Accounts, Business and Finance  
Manila & Makati  
Business Administration Department

## **ADMINISTRATORS AND ACADEMIC MANAGERS**

### **ACADEMIC YEAR 2016–2017**

**Dr. Alma Emerita V. Dela Cruz**

*Dean – IABF Manila and Makati*

**Mr. Gerald L. Villar**

*Associate Dean – IABF Manila*

**Mr. Earl Joseph Borgoña**

*Associate Dean – IABF Makati*

**Dr. Joselito P. Tem**

*Program Head – IABF Manila*

**Mr. Don N. Munson**

*Program Head – IABF Makati*

**Dr. Marietta C. Israel**

*Chair, IABF Research Committee  
Assistant Program Head, Manila*

**Mr. Von Kirby P. German**

*Assistant Program Head, Manila*

**Ms. Maria Carmen B. Lapuz**

*Assistant Program Head, Manila*

**Ms. Cherrie Mae F. Perillo**

*Assistant Program Head, Manila*

**Mr. Mark J. Santiago**

*Assistant Program Head, Manila*

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