



College of Business Management

SYLLABUS

in

PRICING AND COSTING **1st Semester S/Y 2020-2021**

CSPC QUALITY AND ENVIRONMENTAL POLICY

CSPC commits to provide the highest standards in total customer satisfaction in accord with legal and other requirements to satisfy current and future needs of clients and stakeholders; uphold good governance conditions; and sustain the integrity of the environment and its resources through continual improvement of its quality and environmental management system.

VISION

Polytechnic education at its best for the Bicolanos.

MISSION

Transforming lives to be free of poverty by creating a better future through world class polytechnic education and technological innovation.

GOALS AND OBJECTIVES

1. Produce professionally competent graduates who are responsible Filipino and global citizens by providing quality teaching and learning environment;
2. Address regional and national science and technology concerns by institutionalizing and integrating research-based programs in all Colleges;
3. Improve the quality of lives through the conduct of demand-driven and research-based extension services; and
4. Strive for optimal performance by sustaining good governance conditions and sound management of the College's resources.

CORE VALUES

CSPC shall pursue its mission and vision with fervor steered by the values that have driven this institution over the years. Our services, our products and our acts shall constantly reflect these nine organizational values:

<i>Creativity</i>	<i>Character</i>
<i>Service-orientation</i>	<i>Altruism</i>
<i>Passion</i>	<i>Responsibility</i>
<i>Collaboration</i>	<i>Excellence</i>
	<i>Stewardship</i>

CME GOAL

The college of Management and Entrepreneurship (CME) aims to become the premier producer of highly competitive graduates in Office Administration, Food Service Management, Entrepreneurial Management, Tourism Management and Master in Business Management possessing knowledge, skills and desired values who are responsive in the delivery of quality service in government and private employment needs of Bicol and to the world at large.

- I. **COURSE CODE** : ENTREPC 115
- II. **PROGRAM & YEAR** : BSEntrep 2
- III. **CREDIT UNITS** : 3 units lecture
- IV. **HOURS PER WEEK** : 3 hours lecture
- V. **PRE-REQUISITE** : NONE

VI. COURSE DESCRIPTION:

This course prepares students to address strategic and tactical pricing issues to use pricing as a powerful leverage to maximize profit, improve sales and increase market share. The concept and tools of cost accounting will shed the light in managerial decision making. Topics include cost concepts, classification and behavior, cost of goods sold among type of businesses, job order and process costing, pricing strategies and preparation of production schedule and pricing.

VII. PROGRAM EDUCATIONAL OBJECTIVES:

1. Graduates are able to identify business opportunities, prepare business plans and manage businesses.



2. Graduates continue to enhance their entrepreneurial knowledge, skills and values through business studies or through actual business experiences.
3. Graduates occupy positions relative to Entrepreneurial Management and Allied Programs.

VIII. PROGRAM OUTCOMES :

Upon graduation, the graduates of the program shall have the ability to:

- a. Conduct a self- assessment to determine level of entrepreneurial competencies.
- b. Analyze/ scan the environment to determine business opportunities and develop their profitability profiles from which entrepreneurial ventures can be selected from.
- c. Prepare a business plan.
- d. Mobilize the necessary human, financial, logistical, and technical resources to implement the business plan
- e. Prepare and comply with requirements for business operation
- f. Operate and manage the enterprise observing good governance and social responsibility
- ~~g. Apply entrepreneurial management in any organization other than own enterprise.~~

IX. COURSE OBJECTIVES:

- a. The students will be aware on how to allocate costs.
- b. The students will be able to prepare a cost of goods sold for a manufacturing concern.
- c. The students will be able to plan and create relevant pricing strategies for products.

X. COURSE CONTENT

Performance Indicator	Course Outcomes	Course Topics	Teaching Learning Activities (TLAs)	Assessment Methods	Time Allotment
Awareness on how to allocate costs	Cognitive <ul style="list-style-type: none">• Define three integral components of a cost• Describe prime costs	Cost – Concepts and Classifications <ul style="list-style-type: none">• Definition• Classification	Lecture via Zoom/ Google Meet Provide Module	Activity via Google Form Assignments via	9 hours



	<ul style="list-style-type: none"> and conversion costs Identify the different classification of costs <p>Affective</p> <ul style="list-style-type: none"> To support the rationale of classifying costs <p>Psychomotor</p> <ul style="list-style-type: none"> Calculate the value of different costs 	<ul style="list-style-type: none"> Behavior 	<p>Answering of queries via messenger, texts or e-mail</p>	<p>Google Classroom</p> <p>Quiz</p>	
<p>Allocate cost to product using job order costing and process costing</p>	<p>Cognitive</p> <ul style="list-style-type: none"> Differentiate job order costing and process costing Describe the process of cost accumulation in a job order costing system and process costing system <p>Affective</p> <ul style="list-style-type: none"> Describe how costs are allocated to the products produced To support the rationale of cost allocation <p>Psychomotor</p> <ul style="list-style-type: none"> Calculate the cost of 	<p>Job Order and Process Costing</p> <ul style="list-style-type: none"> Definition Cost Accumulation Method Cost Allocation Method 	<p>Lecture via Zoom/ Google Meet</p> <p>Provide Module</p> <p>Answering of queries via messenger, texts or e-mail</p>	<p>Activity via Google Form</p> <p>Assignments via Google Classroom</p> <p>Quiz</p>	<p>15 hours</p>



	the product produced				
Prepare a cost of goods sold statement for a manufacturing concern	<p>Cognitive</p> <ul style="list-style-type: none"> Differentiate a service concern, merchandising concern and manufacturing concern company <p>Affective</p> <ul style="list-style-type: none"> Organize data needed in order to successfully prepare a cost of goods sold statement 	<p>Cost of Goods Sold</p> <ul style="list-style-type: none"> Service concern versus merchandising concern versus manufacturing concern Preparation of Cost of Goods Sold statement Computation of unit cost 	<p>Lecture via Zoom/ Google Meet</p> <p>Provide Module</p> <p>Demonstration</p> <p>Answering of queries via messenger, texts or e-mail</p>	<p>Activity via Google Form</p> <p>Assignments via Google Classroom</p> <p>Quiz</p>	9 hours
	<p>Psychomotor</p> <ul style="list-style-type: none"> Create a cost of goods sold statement Calculate unit cost 				
Plan and create relevant pricing strategies for products	<p>Cognitive</p> <ul style="list-style-type: none"> Understand the framework that supports a set of pricing strategies <p>Affective</p> <ul style="list-style-type: none"> Identify customer value as the basis for successful pricing and understand how 	<p>Effective Pricing Strategies and Tactics</p> <ul style="list-style-type: none"> Definition of pricing Identify and compare the different pricing strategies (penetration pricing, economy pricing, price skimming, psychological 	<p>Video Presentation</p> <p>Lecture via Zoom/ Google Meet</p> <p>Provide Module</p>	<p>Activity via Google Form</p> <p>Assignments via Google Classroom</p> <p>Quiz</p>	21 hours



	<p>dynamic customer needs can influence pricing decisions</p> <p>Psychomotor</p> <ul style="list-style-type: none"> Plan and create relevant pricing strategies for the products 	<p>pricing, product line pricing, optional product pricing, captive product pricing, product bundle pricing, promotional pricing, geographical pricing, value pricing and premium pricing)</p> <p>Affective</p> <ul style="list-style-type: none"> Understand the relevance of pricing in maximizing profit and increasing sales <p>Psychomotor</p> <ul style="list-style-type: none"> Plan and create relevant pricing strategies for products 			
--	--	---	--	--	--

XI. COURSE REQUIREMENTS

- a. Quizzes
- b. Attendance
- c. Assignments
- d. Exam



XII. GRADING SYSTEM

- | | |
|--|------|
| 1. Class Standing (quizzes, recitation, assignments, chapter/unit test and attendance, projects) | 50% |
| 2. Examination (Preliminary, Midterm, and Finals) | 50% |
| | 100% |

XIII. LEARNING RESOURCES

1. Textbooks: Agamata, F. T., (2012). *Management advisory services*. Manila: GIC Enterprises & Co., Inc.
2. Websites: Government of Saint Vincent and Grenadines. *Costing & pricing your products*. Retrieved from: <http://www.gov.vc/index.php/visitors/28-business/92-costing-pricing-your-products>.
FAO. *Module 4 – costing & pricing*. Retrieved from: <http://www.fao.org/3/ad499e/ad499e08.htm#TopOfPage>.
Marketing Donut. *Seven ways to price your product*. Retrieved from: <https://www.marketingdonut.co.uk/marketing-strategy/pricing/seven-ways-to-price-your-product>.

XIV. COURSE POLICIES

Students of this course are expected to:

1. Take and pass all short/long quizzes, prelim, midterm and final examinations and subject requirements/ project.
2. Participate actively during recitations, individual or group activities, discussion, etc.
3. Attend class punctually and regularly.
 - a. Students who have been absent for at least 20% of the hours of recitation, lecture, laboratory or any other scheduled in the subject for the semester or any academic period shall automatically be dropped from the class.
 - b. If the student is late for 15 minutes, the student will be allowed to attend the classes but will be marked absent. If he/she arrives during any portion of the first 15 minutes, he/she will be marked late. Three late will be equivalent to one absent.
4. Observe honesty and independence during recitation, examinations and quizzes. Any student caught to be dishonest will be dealt with accordingly based on the College policies.
5. Act & speak decently and appropriately; pin their ID's and wear proper uniform during uniform days as prescribed by the College and proper attire during wash days (Wednesday).



6. **Make up for missed exams voluntarily. However, only those who have reasonable cause will be granted special examination. This will depend on whether the students will be able to submit properly filled up admission slip from the DEAN'S office, Medical Certificate or Authorized letter from parents/guardian.**
7. **Communicate to the Instructor concerned for any difficulty encountered in the subject for necessary assistance.**
8. **Maintain the cleanliness and orderliness of the room/laboratory room.**
9. **Cell phones must be turned-off during class period.**

Prepared by:

CHRISTINE MARGOUX M. SIRIOS
Instructor

Verified by:

KRISTOPHER T. VISAYA
Program Chair

Approved by:

JOCELYN O. JINTALAN, DBA
Dean, CBM