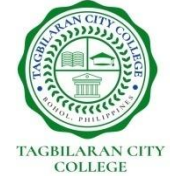




**TAGBILARAN CITY COLLEGE**  
**College of Business and Industry**  
**Tagbilaran City, Bohol**



<b>Vision</b>	A stable and vibrant learning institution molding the youth into professionals and skilled workers who are competent and ready for employment.
<b>Mission</b>	To provide equal access to quality college education and vocational training to Boholanos.
<b>Goals</b>	<p>To periodically update the curricular offerings of TCC to respond to the demands of the community and the business industries.</p> <p>To enhance students' academic performance and work-related skills development.</p> <p>To instill values and work ethics in consonance with social responsibility awareness.</p>
<b>Program</b>	<b>Bachelor of Science in Entrepreneurship</b>

PROGRAM OUTCOMES	PERFORMANCE INDICATORS
Graduates of <b>Bachelor of Science in Entrepreneurship</b> are expected to:	
<b>PO1.</b> Analyze/scan the environment to determine business opportunities and develop their profitability profiles from which entrepreneurial ventures can be selected from	<ul style="list-style-type: none"> <li>• Prepare industry or sector analysis and discussion of business opportunities within the industry or sector</li> <li>• Prepare location analysis and site mapping</li> </ul>
<b>PO2.</b> Prepare a business plan	<ul style="list-style-type: none"> <li>• Prepare marketing plan</li> <li>• Prepare production and operations plan</li> <li>• Prepare financial plan, with capital budget, master budget, five-year projections and formal income statements</li> <li>• Complete detailed business plan</li> </ul>
<b>PO3.</b> Operate and manage the enterprise as good governance and social responsibility.	<ul style="list-style-type: none"> <li>• Successfully operate a micro-venture for at least one school year, with fully accomplished business registration and detailed business performance review</li> </ul>
<b>PO4.</b> Articulate and discuss the latest developments in the specific field of practice.	<ul style="list-style-type: none"> <li>• Engage in trainings, workshops, seminars, fora on business and industry trends</li> <li>• Initiate activities promoting Information and Communication Technology (ICT)</li> </ul>

<p><b>PO5.</b>Effectively communicate orally and in writing using both English and Filipino.</p>	<ul style="list-style-type: none"> <li>• Conduct interviews with successful entrepreneurs and industry practitioners</li> <li>• Organize and conduct school activities</li> <li>• Prepare technical papers on related business fields</li> <li>• Present business proposals</li> </ul>
<p><b>PO6.</b>Work effectively and independently in multi-disciplinary and multi-cultural teams.</p>	<ul style="list-style-type: none"> <li>• Join professional organizations related to the field</li> <li>• Join local, national and international competitions</li> </ul>
<p><b>PO7.</b>Act in recognition of professional, social, and ethical responsibility.</p>	<ul style="list-style-type: none"> <li>• Participate in community outreach programs with People’s organizations, NGOs and private sectors</li> <li>• Conduct information, education and communication campaigns on environmental conservation</li> </ul>
<p><b>PO8.</b>Preserve and promote “<i>Filipino historical and cultural heritage</i>”</p>	<ul style="list-style-type: none"> <li>• Participate in historical and cultural activities conducted by the government</li> <li>• Organize and conduct school activities to promote awareness on history and cultural heritage</li> </ul>

## COURSE SYLLABUS

Third year, First Semester, 2021-2022

Course Code	Entrep 311	Teacher	Zia Mishielle A. Migrino
Course Title	Pricing and Costing	Email	zmmigrino.tcc@gmail.com
Course Credits	3 Units	Contact Number	(0919) 9080649
Course Classification	Core	Consultation Hours	
Pre-Requisite(s)	Entrep 215- Financial Management	Consultation Venue	Faculty Room

COURSE OUTCOMES	PROGRAM OUTCOMES							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
After the completion of this course, students should be able to:								
<b>CO1.</b> Differentiate price and cost structure of a product both in retail and manufacturing concern businesses.	O	P	O		L			
<b>CO2.</b> Apply critical thinking skills to determine and assess an effective costing technique and document the result of such assessment.	L	L	P		L			
<b>CO3.</b> Perform problem solving skills in price positioning in a globally unique market.	L		O		P			
<b>CO4.</b> Associate and apply the fundamental aspects to be considered by an entrepreneur in setting up price criteria for their products.	L	L	L		O			
<b>CO5.</b> Demonstrate critical thinking skills in dealing and evaluating pricing strategies used by entrepreneurs and local innovators.	P		O		P			
<b>CO6.</b> Create a constructive analytical skills and communication skills with regards to the course output.	L		P		O			

Legend:

- L - Facilitate LEARNING of the competencies (input is provided and competency is evaluated)
- P - Allow student to PRACTICE competencies (no input but competency is evaluated)
- O - Provide OPPORTUNITY for development (no input or evaluation, but there is opportunity to practice the competencies)

### COURSE DESCRIPTION

This course highlights the fundamental areas of price and cost that are being availed by entrepreneurs in a globally competitive market. This also allows students the opportunity to explore the methods and strategies of various businesses of some innovators. It targets to let students make use of these concepts and carry out its execution and evaluation through a comprehensive cost and price report.

### COURSE CONTENT

TOPICS	HOURS	LEARNING OBJECTIVES	STRATEGY/METHODOLOGY /ACTIVITIES	EVALUATION METHODS
Introduction to Price and Cost	3	<ul style="list-style-type: none"> <li>• Determine the basic price and cost terminologies.</li> <li>• Differentiate price from cost.</li> <li>• Describe and explain the classification of price and cost.</li> </ul>	Downloadable modular self-paced <b>Online Interactive Discussion in MS Teams</b> <i>Online Learning Model</i> <i>Student-Teacher Interaction</i>	Online Written Exams about the cost and price concepts.
Cost Management System	6	<ul style="list-style-type: none"> <li>• Illustrate the management process as three interrelated activities; planning, organizing and control</li> </ul>	Online Lecture/ Discussion Downloadable modular self-paced	Online Written Exams on theories about cost management system.

		<ul style="list-style-type: none"> <li>• Identify and distinguish three kinds of plans: short-range, long-range and strategic.</li> <li>• Differentiate the tasks in which management is aided by information about costs and benefits.</li> <li>• Discuss a comprehensive summary of an establishment's cost management system.</li> </ul>		
Cost Relationship and Behaviour	6	<ul style="list-style-type: none"> <li>• Explain the relationship of cost and cost object.</li> <li>• Differentiate the assumptions used by managers to make about cost behaviour and its purpose.</li> <li>• Determine and calculate direct and indirect product costs.</li> <li>• Present an overview about the conversion process in manufacturing and service companies.</li> </ul>	<p>Online Interactive Discussion in MS Teams <i>Online Learning Model</i> <i>Student-Teacher Interaction</i></p> <p>Downloadable self-paced modular learning materials <i>Online Learning Model</i> <i>Student-content Interaction</i></p>	<p>Online activity about separating different types of cost according to behaviour.</p> <p>Online Exam on calculating direct and indirect cost.</p>
Costing Techniques	9	<ul style="list-style-type: none"> <li>• Recognize the common costing techniques for both merchandising and manufacturing organization.</li> <li>• Determine and explain the concepts of absorption and variable costing.</li> </ul>	<p>Online Interactive Discussion in MS Teams <i>Online Learning Model</i> <i>Student-Teacher Interaction</i></p>	<p>Online activity on the theory concepts of the two costing techniques.</p> <p>Online exams on computing cost of</p>

			Downloadable self-paced modular learning materials.	goods sold, ending inventory and the like using the two costing techniques.
Fundamentals of Price Management	5	<ul style="list-style-type: none"> <li>• Determine the role of price and its relationship with other profit drivers.</li> <li>• Describe the price management process and its relevant aspects.</li> </ul>	<p>Downloadable self-paced modular learning materials</p> <p>Individual research on the current trends of price management applicable in the Philippines. <i>Online Learning Model: Student-content Interaction</i></p>	<p>Online Exam about theory concepts of price relationships and other profit drivers.</p> <p>Individual research output-ratings determined through rubrics.</p>
Pricing Strategies and Methods	5	<ul style="list-style-type: none"> <li>• Describe the concepts of pricing objective and its elements.</li> <li>• Compare the fundamental relationship of value and price.</li> <li>• Determine the different pricing strategies and methods.</li> </ul>	<p>Online active lecture using MS Teams platform</p> <p><i>Online Learning Model: Student-Teacher Interaction</i></p>	<p>Online activity about the theory concepts of different pricing strategies.</p> <p>Online written exams on calculating final price using the different pricing methods.</p>
The Economics of Price	5	<ul style="list-style-type: none"> <li>• Identify the various economic price determinants.</li> <li>• Describe Price Elasticity.</li> </ul>	<p>Online Active Discussion using MS Teams platform</p> <p>Students participation thru online interaction.</p>	<p>Online activity: create a reaction paper on the effects of customer and competition on price information.</p>

		<ul style="list-style-type: none"> <li>• Create an overview on how customer and competition affects price information.</li> </ul>		One page reaction paper.
The Psychology of Price	5	<ul style="list-style-type: none"> <li>• Describe how consumers perceived about price.</li> <li>• Illustrate the prestige effect of price.</li> <li>• Explain on how price as a quality indicator.</li> <li>• Present a comprehensive overview on how consumer's behaviour is affected by price changes.</li> </ul>	Downloadable self-paced modular activities.	Online activity: essays about a personal experience of considering psychological factors that affects customers buying behaviour.
Pricing Dimensions	4	<ul style="list-style-type: none"> <li>• Describe the fundamental concepts on price differentiation.</li> <li>• Identify the five strategic dimensions of price.</li> <li>• Present an overview on the price optimization both in monopoly and oligopoly setting.</li> </ul>	Powerpoint presentation on pricing dimensions.  <b>Online active lecture using MS Teams platform</b> <i>Online Learning Model: Student-Teacher Interaction</i>	Online graded recitation on the theory concepts of strategic price dimensions.
Pricing in Merchandising and Manufacturing Concern Business	6	<ul style="list-style-type: none"> <li>• Describe how retail and manufacturing concern businesses price merchandise they sell.</li> <li>• Produce a concise report on the techniques on how local businesses price the products they sell.</li> </ul>	<b>Individual research on pricing methods applied by local entrepreneurs engaged in merchandising and manufacturing business.</b> <i>Online Learning Model: Student-content Interaction</i>	Individual output-rating determined through rubrics.



## FINAL COURSE OUTPUT

The students are task to create a detailed assessment and evaluation report of their experience in buying a product or availing a service on a locally based enterprise. The said enterprise may either be a distributor, manufacturer or a service provider as long as it does its main operations within the province. The assessment and evaluation will be guided thru some practical questions relating to their experience. The given questions aims to answer the type of pricing strategy being applied by the chosen enterprise, the economic factors being considered in setting up the offered price and the psychological factors affecting the customer in buying the product or availing the service. The output will also include details about the chosen locally-based enterprise and details about the product or service.

The output must be submitted in a PDF form and will be sent thru email or any available online platform.

## RUBRIC FOR ASSESSMENT

Trait	Exceptional (3)	Acceptable (2)	Unsatisfactory (1)
<b>Comprehensibility of Documentation</b>	The documentation is well written and clearly explains the project and its findings.	The documentation is somewhat useful in understanding the project.	The documentation does not help the reader understand the project.
<b>Deadlines</b>	The report was delivered on time.	The report was delivered within a week of the due date.	The report was more than 1 week overdue.
<b>Amount of Communication</b>	All relevant information communicated by student.	Most relevant information communicated by student.	No relevant information communicated by student.
<b>Presentation</b>	The presentation delivery is animated and persuasive.	The delivery shows limited animation or persuasion.	The delivery shows no animation nor persuasion.

## GRADING SYSTEM

Prelim to Tentative Final Grade:

Conception Activities	- 10%
Performance Tasks	- 40%
Quizzes	- 20%
Major Exam	- 30%
Total	100%

Prelim Grade = grade computed for the prelim period

Midterm Grade = grade computed for the midterm period

Tentative Final Grade = grade computed for the final period

Final Grade = 25% of Prelim + 25% of Midterm + 50% of Tentative Final Grade

Passing rate: 40%

## LEARNING MATERIALS

### ***Textbooks:***

Michael R. Kinney., et al Cost Accounting. Cengage Learning. Philipphine Edition

Franklin T. Agamata, MBA, CPA Management Services. CERTS Publication. 2014 Edition

### ***Online References:***

Hermann Simon., et al *Price Management Strategy, Analysis, Decision, Implementation*  
*Business Finance Basic Chapter 22: Pricing, Costing and Growth*

Prepared by: <b>Zia Mishielle A. Migriño</b>	Noted by: <b>Mitzi S. Fortich, MBA, MIS</b>
Faculty	Program Head
Date: June 17, 2021	Date:
Approved by:	
Director	
Date:	