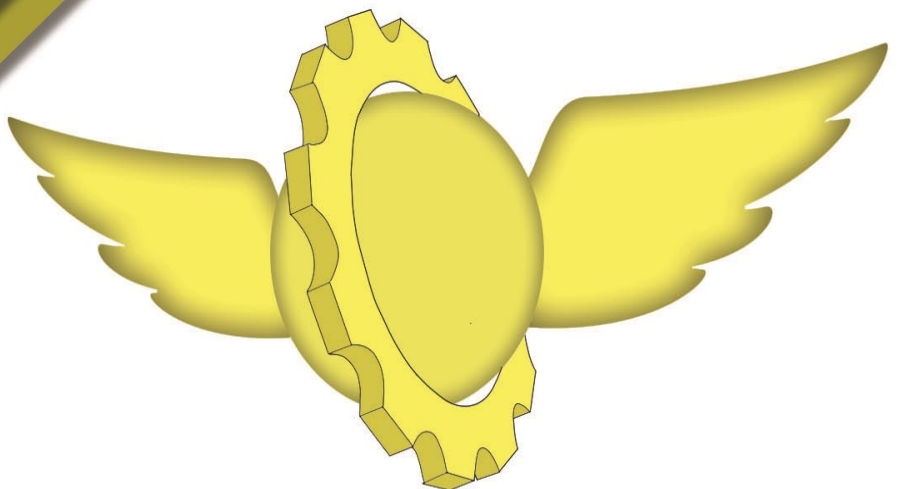Business Administration Department

Enhancement of Livelihood and Business Skills (ELaBS)

Extension Program Briefer

Republic of the Philippines
Mountain Province State Polytechnic College
Bontoc, Mountain Province

RESEARCH DEVELOPMENT AND EXTENSION SECTOR

November 8, 2019

ELMER D. PAKIPAC
Director, Extension Unit
Mountain Province State Polytechnic College
Bontoc, Mountain Province

Sir:

This is to respectfully transmitting to your office the Business Administration Extension Program for 2019-2022: **"Enhancement of Livelihood and Business Skills (eLABS)"** for your perusal and approval.

Thank you very much.

Respectfully yours,

MEGAN R. MATIAS
Extension Coordinator
Business Administration Department

I. CONTEXT OF EXTENSION

The Department of Business Administration Extension Program is dubbed as Enhancement of Livelihood and Business Skills (eLABS). This was developed for the following reasons:

This is in consonance to Republic Act 7722, otherwise known as The Commission on Higher Education mandates institutions of higher learning like State Universities and Colleges (SUCs) to respond to the call for societal transformation. Higher education institutions are mandated to render extension service hand in hand with instruction, research and production. This is in recognition of the vital role colleges and universities play in the development of communities, especially the underserved and the depressed. The extension program is premised on the concept that State Universities and Colleges (SUCs) in the Philippines are mandated by law to serve the communities. This mandate is fulfilled by exercising the functions of the school. One of the functions is to meet social needs or to provide the social services needed to combat social and economic ills of society. Therefore, SUCs have to move ideas along the road to action, to develop knowledge needed, and to apply useful knowledge in the solution of society's major problems. This is carried on through the establishment of the extension programs and services.

This is also in response to the mandate and the strong emphasis to sustain community development as the Mountain Province State Polytechnic College extended its programs and services to the different communities. Under its extension Program, the college aims to assist and empower the marginalized sector of the indigenous communities through continuing education, technology development and to enhance job generation and economic advancement towards self-reliance and sustainable development.

The Business Administration Department of the Mountain Province State Polytechnic College finds it essential in its mandates to persistently search for opportunities directed to enhance human potentials.

To attain the extension function of the Business Administration Department, the extension program is crafted and developed in order to implement community based projects and to extend to transfer the skills and knowledge of the department.

The eLABS program will provide extension services in the field of commerce that aim to help community folks in the effective management of their organizations, cooperatives or business enterprises and even assisting in the policy formulation and implementation that would affect business entities and the consumers. The department believes that the role of business in social and economic development cannot be overstated. Business play a vital role in the economic development and wealth of a country. Success in business translates to the economic well-being of a company and its residents through job creation and offering improved quality of life for the country's citizens.

While it will also assist organizations regardless whether it is a government or non-government in policy formulation directed towards the development of effective and acceptable courses of action en route for a healthy business management and administration.

Specifically, extension services in the form of activities to impart knowledge and skills on the different aspects of business operation. These may be on bookkeeping, product management, marketing, feasibility studies, marketing plans, business proposals, policy brief and other related concerns on business and commerce.

II. PROGRAM DESCRIPTION

The eLABS extension program is envisioned that the community can be uplifted from helplessness to self – reliance, from ignorance to increased awareness, from indifference to positive involvement, and from aimlessness to empowerment. On the other hand, the organizations are assisted to develop policy for the better management of the organization and its processes.

A. Goals and Objectives

Specifically, the following are the objectives of the program:

1. To help enhance the livelihood and business skills of the community.

   - By providing knowledge and skills through dissemination of business-related information and trainings at the grassroots levels to help accelerate socio-economic progress and promote human resource development

   - By providing consultation services on effective management of existing small businesses having limited resources and new business opportunities to improve the socio-economic conditions of indigenous communities.

   - By empowering the people in the community for the maximum use of its natural resources, and to select, adopt and apply knowledge-intensive technologies.

2. To assist the government and non-government organizations through policy enhancement and development for business enterprises and consumer protection.

   - By conducting related researches needed by the organizations in enhancing and developing its business enterprises and the client consumers as a whole.

   - Submit policy recommendations to government and non-government organizations for adaptation and implementation.

B. Extension Framework

INPUT	PROGRAM/ PROCESS	STRATEGIES	EXTENSION OUTCOME
Improved practices in business planning, basic bookkeeping, business ethics, financial management, marketing management, project proposal, HRM, leadership development and effective management. Advocacy on corporate social responsibility Policy brief	Enhancement of Livelihood and Business Skills (eLABS) 1. Empowerment through Capability Reinforcement and Entrepreneurship (eCaRe) 2. Organization Development 3. Edukasyon sa Barangay 4. Related Researches	Adopt-a-Barangay Adopt-a-Livelihood Group Linkages, Convergence and Networking Training Consulting Services Information Education Campaign Policy Brief	SERVICE PARTNERS WHO HAVE SUSTAINABLE COMPETITIVE ADVANTAGE. ADOPTED POLICY

H-E-R-I-T-A-G-E

GAINFUL RESOURCE GENERATION and ENTERPRISE DEVELOPMENT PROGRAM
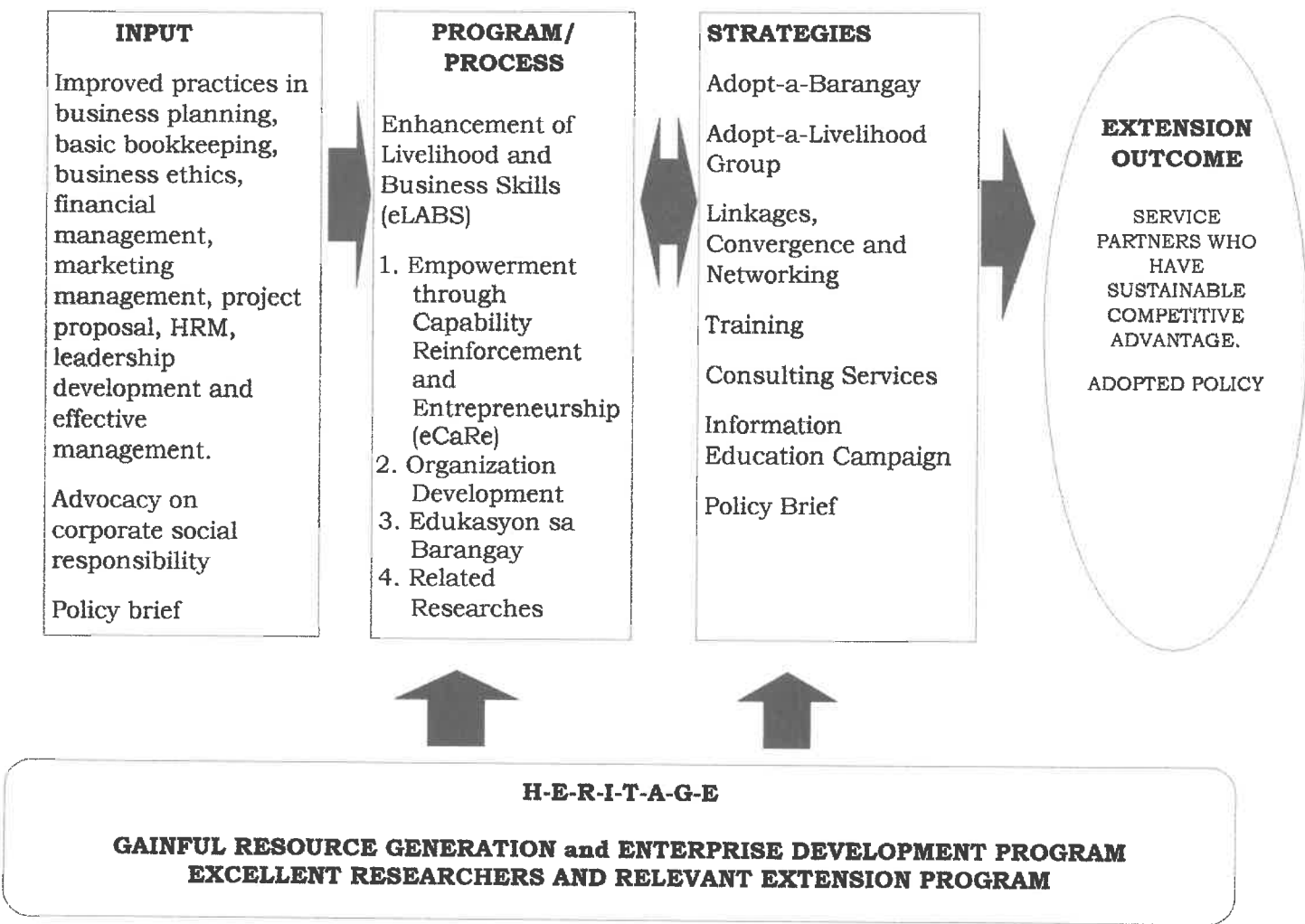**EXCELLENT RESEARCHERS AND RELEVANT EXTENSION PROGRAM**

Figure 1. The ELABS Extension Framework

The Extension Agenda of the Business Administration Department is anchored on the HERITAGE THRUST of the COLLEGE, specifically the **G**-gainful resource generation and enterprise development program, and the **E**-excellent researches and relevant extension programs.

The department focuses on the Enhancement of Livelihood and Business Skills (eLABS), this serves as the banner program of the department. The building block of the framework are the improved practices in business planning, basic bookkeeping, business ethics, financial management, marketing management, project proposal, human resource management, leadership development and effective management. All of these will be inculcated on program components, which is subdivided into four: Empowerment through Capability Reinforcement and Entrepreneurship (eCaRe), Organization Development (OrgDEV), Edukasyon sa Barangay (EdBAR) and Related Researches (RelRES). The next facet will be the different strategies that will be utilized in the implementation of the extension program. These strategies are to adopt-a-Barangay, adopt-a-livelihood program, linkages, convergence and networking, training, consultancy services, information education campaign and policy brief.

The department aims to help enhance the livelihood and business skills of the community, to provide knowledge and skills through dissemination of business-related information and trainings at the grassroots levels to help accelerate socio-economic progress and promote human resource development, to provide consultation services on effective management of existing small businesses having limited resources and new business opportunities to improve the socio-economic conditions of indigenous

communities, help empower the people in the community for the maximum use of natural resources and to select, adopt and apply knowledge-intensive technologies through the conduct of relevant trainings, and strengthen linkages with other agencies in order to find some avenues practicable for the conduct of extension services.

It is envisioned that the people of the community, the main focus of the department's extension services program, can be uplifted from helplessness to self – reliance, from ignorance to increased awareness, from indifference to positive involvement, and from aimlessness to empowerment.

These services are focused on capability building through education, the conduct of Enhancement of Livelihood and Business Skills (eLABS) training to adults who are unemployed, underemployed or who wanted to upgrade their skills, out-of-school youth, young mothers, farmers, and Micro Small Medium Enterprises (MSME).

The end result of the extension program will be Service Partners who are empowered and capacitated with knowledge, skills and best practices that is necessary in building their Sustainable Competitive Advantage.

C. Strategies

To strengthen the conduct of the different activities and to ascertain the attainment of the objectives and target of the program as planned. The following strategies will be utilized.

- **Adopt-a-Barangay.** A specific barangay will be adopted for faster coordination and smooth conduct of the activities.

- **Adopt-a-Livelihood Group.** An Indigenous Peoples' Livelihood group will be adopted to have specific focus on the needs based training that will be conducted.

- **Linkages, Convergence and Networking.** The department will be coordinate with other department, agencies, and organization during the implementation of the activities.
- **Training.** A series of training will be conducted based on the needs of the clientele. Training is the fastest way to transfer knowledge, best practices and skills.

- **Consultancy Services.** Sharing expertise and knowledge to the clientele in a particular area such as Marketing, Finance, Management or any of many other professional specialized fields.

- **Information Education Campaign.** IEC material will be developed to be distributed to the participants during seminars, trainings and consultancy services.

- **Policy Recommendations.** The department will assist any business, organization, cooperative and groups will be assisted in the policy development.

III. PROGRAM COMPONENTS

Component 1: Empowerment through Capability Reinforcement and Entrepreneurship (eCaRe)

A. Marketing Management Literacy
   a. Product Packaging, Pricing and Costing Strategies Training
   b. Distribution Management, Promotion and Branding Training
   c. Business Plan Preparation and Project Proposal Training
   d. Green Marketing and Online Marketing/ E-commerce Training
   e. Cooperative Management Training
   f. Retail Management and Franchise Management Training
   g. Supply Chain Management Training
   h. International Marketing

B. Financial Management Literacy
   a. Basic Bookkeeping Training
   b. Basic Investment Training
   c. Business Taxation Training
   d. Social Responsibility, Good Governance & Ethics in Business Training
   e. Smart Saving, Smart Borrowing and Budgeting Seminar
   f. Financial Markets: Forex Market

Component 2: Organizational Development (OrgDEV)
   a. Human Resource Development Training
   b. Employee Benefits and Services
   c. Job Application Process (Resume Making and Interview Guide)
   d. Leadership Skills Training
   e. Policy Development and Assistance

Component 3: Edukasyon sa Barangay (EdBAR)
   a. Exploring Gender & Development in Business Administration
   b. Consumer Empowerment/ Consumer Rights & Protection
   c. Investment Awareness in the Digital Age

Component 4. Related Researches (RelRES)
   *Activities will be based on the result of researches from faculty and students of Business Administration.
   a. Policy Brief
   b. Manuals

III. IMPLEMENTATION PROCESS

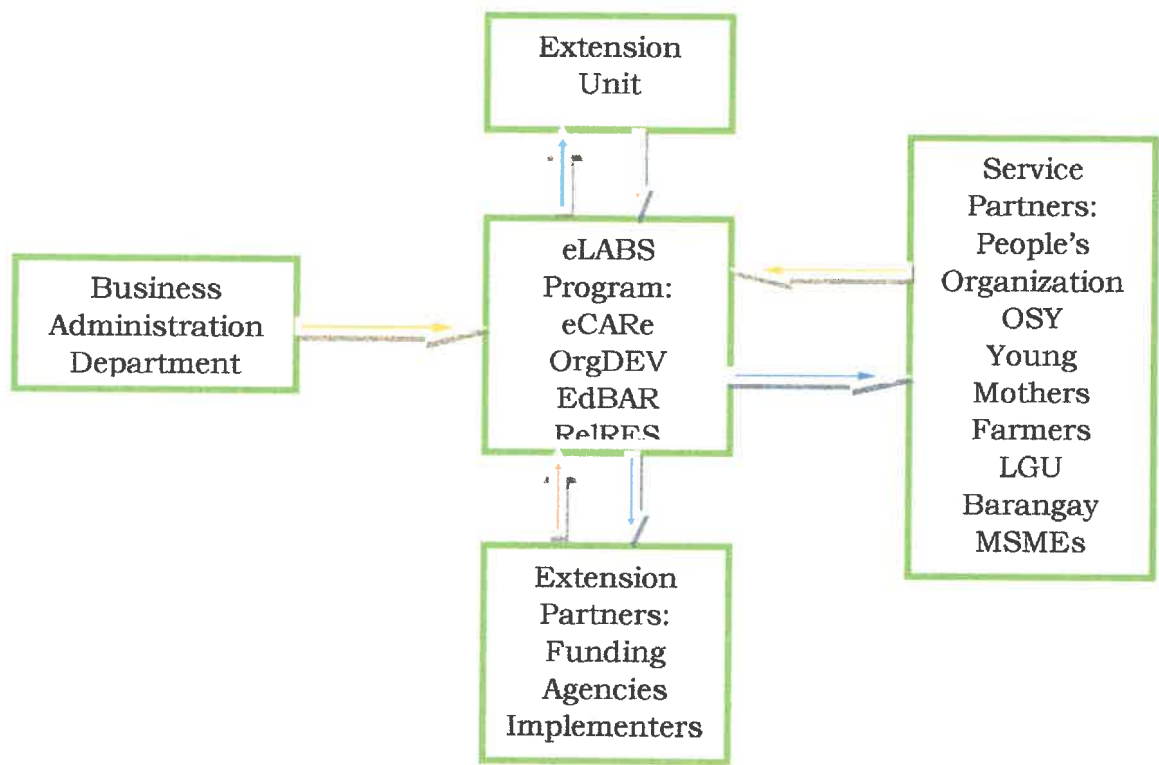The Figure below shows the structure of the implementation process.

Figure 2. Structure of the Implementation Process

1. Identification and Piloting

- Identify Funding Agencies for proper coordination and possible assistance.
- Pilot barangays, cooperatives or vendors' associations for possible implementation of extension service.
- Obtain endorsement of the administration.

2. Consultation

- Initiate meeting for pre-assessment of needs with barangay officials, livelihood group, women's group, vulnerable group, out of school youths, farmers, young mothers and other stakeholders for possible implementation of extension service.
- Conduct of the Training Needs Assessment Survey to be use in crafting a program for the identified group.
- Initiate the signing of Memorandum of Agreement with the identified group who are willing to participate in the extension program.

3. Organization and Coordination

- Coordinate with the Extension Director for properly organized working set-up.

4. Design

- Preparation of training designs indicating the participants, topics to be presented, speakers and the budgetary requirements.
- Design the training suitable to the identified needs.

5. Implementation

- Undertake the actual extension activity based on the prepared training design.

6. Packaging of Reports

- Consolidate and finalize activity reports for submission to appropriate offices.

For policy development and assistance, this will be a research based activities and it shall follow the college research manual for the process to come up with policy brief for extension and adaptation by concern organizations.

IV. MONITORING AND EVALUATION

The table below shows the service deliveries of all the program components. Most of the activities will be implemented thru trainings that will be monitored and evaluated using the tools provided by the extension unit. The information on the activities conducted will be assessed to come up with better strategies in order to improve the service delivery, planning and allocating resources. Evaluation of the extension is a means of ascertaining the value of a given activity, for the sake of identifying the strengths and weaknesses of the extension project so that efficiency and effectiveness of operation could be attained.

The evaluation every after the conduct of the activity will serve as a guide in capturing the good practices that can be maintained and weaknesses that can be improved.

The evaluation of the speakers serves as a guide for further improvement and basis in formulating strategies for effective delivery of the topic on the next activity.

Table 1. Checklist of monitoring and evaluation tools

PROGRAM COMPONENTS		ACTIVITIES	EXTENSION SERVICE DELIVERY	PRE-WORK ADMINISTRATIVE FORMS	IMPLEMENTATION RESULTS MONITORING TOOLS	OUTCOME EVALUATION
Empowerment through Capability Reinforcement and Entrepreneurship (eCaRe)	Marketing Management Literacy	a. Product Packaging, Pricing and Costing Strategies Training	1. Training	Training Needs Analysis Training Design Module Delivery Plan / Training Guide	Training Terminal Report • Registration Sheet • Attendance Sheet • Resource Person Profile Form • Photo Documentation • Resource Person Evaluation Sheet • Summative Evaluation Tool	Process Documentation Learning Sessions Pre/Post Test Field Monitoring and Evaluation
		b. Distribution Management, Promotion and Branding Training				
		c. Business Plan Preparation and Project Proposal Training				
		d. Green Marketing and Online Marketing/ E-commerce Training				
		e. Cooperative Management Training			Activity Terminal Report • Photo Documentation	Survey Form
		f. Retail Management and Franchise Management Training	2. Information Education Campaign (IEC)	Activity Design	Activity Terminal Report • Registration Sheet	Feedback Consolidation Form
		g. Supply Chain Management Training	3. Consultancy Services	Activity Design	• Photo Documentation • Feedback Form	
		h. International Marketing				
	Financial Management Literacy	a. Basic Bookkeeping Training				
		b. Basic Investment Training				

		c. Business Taxation Training				
		d. Social Responsibility, Good Governance & Ethics in Business Training				
		e. Smart Saving, Smart Borrowing and Budgeting Seminar				
		f. Financial Markets: Forex Market				
Organization Development (OrgDEV)		a. Human Resource Development Training				
		b. Employee Benefits and Services				
		c. Job Application Process (Resume Making and Interview Guide)				
		d. Leadership Skills Training				
		e. Policy Development and Assistance				
Edukasyon sa Baranggay (EdBAR)		a. Exploring Gender & Development in Business Administration				
		b. Consumer Empowerment/ Consumer Rights & Protection				
		c. Investment Awareness in the Digital Age				
Related Researches(RelRES)		*Activities will be based on the result of the researches.				

Table 2. Program Empowerment through Capability Reinforcement and Entrepreneurship (eCaRe): Marketing Management Literacy Training Guide

TRAINING SERIES	SERIES TITLE	NUMBER OF SESSIONS	TRAINING GOAL	DELIVERY METHOD	ASSESSMENT	RESOURCES NEEDED
1	a. Product Packaging, Pricing and Costing Strategies Training	8 hours	Participants to develop their own product packaging, pricing and costing strategies that are applicable to their business/organization integrating all the important aspects.	Training Interactive Learning	Pre-test Post- test	PowerPoint Presentation Projector Bond Paper
2	b. Distribution Management, Promotion and Branding Training	8 hours	Participants to develop the appropriate distribution, promotion and branding strategies.	Video Presentation	Actual Sample of Business Plan and Project Proposal	Art Materials
3	c. Business Plan Preparation and Project Proposal Training	16 hours	Participants to create their own business plan and project proposal.	Workshop		Camera Laptop
4	d. Green Marketing and Online Marketing/ E-commerce Training	4 hours	Participants to acquire knowledge on the concept of green marketing and online marketing.		Presentation of Output	
5	e. Cooperative Management Training	4 hours	Participants to acquire knowledge on the different aspects of cooperative management			

TRAINING SERIES	SESSION TITLE	NUMBER OF SESSIONS	TRAINING GOAL	DELIVERY METHOD	ASSESSMENT	RESOURCES NEEDED
			and be assisted on policy development for the cooperative.			
6	f. Retail Management and Franchise Management Training	4 hours	Participants to gain knowledge on retail and franchise management especially those who own a store and planning to buy a franchise.			
7	g. Supply Chain Management Training	4 hours	Participants to know about supply chain management.			
8	h. International Marketing	4 hours	Participants to be aware on the role of international marketing in the local industry.			

Table 3. Empowerment through Capability Reinforcement and Entrepreneurship (eCaRe): Financial Management Literacy Training Guide

TRAINING SERIES	SESSION TITLE	NUMBER OF SESSIONS	TRAINING GOAL	DELIVERY METHOD	ASSESSMENT	RESOURCES NEEDED
1	a. Basic Bookkeeping Training	16 hours	Participants to fully understand how to analyze business transaction, journalize and post to the ledger. Participants to make trial balance and financial statement.	Training Interactive Learning	Pre-test Post- test	PowerPoint Presentation Projector Bond Paper
2	b. Basic Investment Training	8 hours	Participants to fully understand the concept of investment and to avoid scams like pyramiding.	Video Presentation	Actual Sample of Bookkeeping	Art Materials
	c. Business Taxation Training	8 hours	Participants to have acquired knowledge on how to compute their own personal and business taxes.	Workshop	Presentation of Output	Camera Laptop
	d. Social Responsibility, Good Governance & Ethics in Business Training	4 hours	Participants to equip themselves on the concepts of social responsibility, good governance and business ethics; and how they can apply these concepts personally and in their business operation.			
	e. Smart Saving, Smart Borrowing and Budgeting Seminar	4 hours	Participants to assimilate the value of saving, borrowing and budgeting.			
	f. Financial Markets: Forex Market	4 hours	Participants to grasp knowledge on Forex Market.			

Table 4. Program Component: Organization Development (OrgDEV) Training Guide

TRAINING SERIES	SESSION TITLE	NUMBER OF SESSIONS	TRAINING GOAL	DELIVERY METHOD	ASSESSMENT	RESOURCES NEEDED
1	Human Resource Development Training	4 hours	Participants to familiarize themselves on Human Resource Policies, Issues and Concerns.	Training Interactive Learning	Pre-test Post- test	PowerPoint Presentation Projector
2	Employee Benefits and Services	4 hours	Participants to be knowledgeable of the different employee benefits and services.	Workshop Video Presentation	Presentation of Output	Bond Paper Laptop
3	Job Application Process (Resume Making and Interview Guide)	4 hours	Participants to be abreast on how to make their resume and be familiar on the application and interview process.			
4	Leadership Skills Training	4 hours	Participants to be skilled leaders.			
5	Policy Development and Assistance	4 hours	Participants to acquire knowledge and be assisted on policy development.			

Table 5. Program Component Edukasyon sa Barangay (EdBAR) Training Guide

Training Series	Session Title	Number of Sessions	Training Goal	Delivery Method	Assessment	Resources Needed
1	a. Exploring Gender & Development in Business Administration	4 hours	Participants to familiarize themselves on the role of Gender in business operations.	Training Interactive Learning	Pre-test Post-test	PowerPoint Presentation Projector
2	b. Consumer Empowerment/ Consumer Rights & Protection	4 hours	Participants to be knowledgeable on their consumer rights different issues concerning consumer rights and protection.	Workshop Video Presentation	Presentation of Output	Bond Paper Laptop
3	c. Investment Awareness in the Digital Age	4 hours	Participants to assimilate information on investments and to avoid scams and other illegal investment schemes.			

VI. RECOMMENDATION AND APPROVAL

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