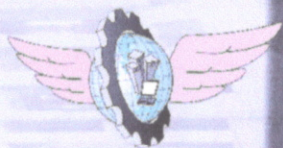




Republic of the Philippines  
**Mountain Province State Polytechnic College**  
Bontoc, Mountain Province  
**BUSINESS ADMINISTRATION DEPARTMENT**



# TERMINAL REPORT

**CONSUMER  
AWARENESS IN  
THE DIGITAL  
WORLD**

**OCTOBER 20, 2018**

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



## TERMINAL REPORT

### ACTIVITY IDENTIFICATION

Activity Title:	Consumer Awareness in the Digital World
Extension Component:	Technical Assistance and Advisory Services
Extension Program:	Others
Implementing Department:	Bachelor of Science in Business Administration
Trainer/ Speaker :	Megan R. Matias
Facilitators:	Hazel L. Bumal-o ✓ Marketing Matrix Organization President Regine Papat -
Target Participants:	Marketing Matrix Organization Secretary Bawi Bread Making Organization, Banao, Bauko, Mountain Province
Actual No. of Participants:	30
Actual Venue:	Barangay Hall, Banao, Bauko Mountain Province
No. of Training Days	One Day
Date:	October 20, 2018
Source of Fund	MPSPC
Total Budget Requirement	<b>P 8,400.00</b>

### Executive Summary

Through the request of the Bawi Bread Making Organization, the seminar on Consumer Awareness in the Digital World was conceptualized. This is in line with the celebration of the Consumer Welfare Month this month of October. With this year's theme "Making Digital Marketplaces Fairer," the celebration aims to disseminate sound consumer information to both public and business sectors and the media on consumer-related matters including policies and technologies that affect the consumers. This year's celebration will focus on the impacts of digital technology and how it helps in the attainment of product quality and safety conscious society. With the advent of technology, more and more consumers are choosing the convenient way of shopping online. The seminar's objective was to disseminate information on the risk involved in the digital marketplace and how they will stay safe as online consumer and the identification of suspicious offerings online. Aside from the seminar proper, the activity aimed to conduct a Training Needs Assessment (TNA) and initiate the Memorandum of Agreement (MOA).

The registration of participants started at 8:00- 8:30am. The activity started with the preliminaries, the doxology and the singing of the National Anthem. Welcome remark was given by ma'am Hilda P. Cadoy, the organization's representative. The speaker started the discussion through presenting the VMGO of the college and the BSBA



objectives and extension program. The speaker discussed the objective of the activity and gave an overview on what are the topics to be tackled. Immediately after, she started discussing the first topic on Consumer Welfare Month focusing on the Emergence of e-commerce in the Philippines. It was a very interactive discussion since the participants actively shared their experiences in e-commerce. Whether it be online selling/ online shopping or any activities involving the use of the internet. The first topic ended with a workshop, the participants were task to list down or identify how they are going to use e-commerce in their daily life or in their organization. One of the participants presented their output. The participants pointed out that they can use e-commerce to advertise or promote their product and to increase the number of their customers.

After the presentation of the first workshop, we all enjoyed our snack. The discussion continued on the second topic about Consumer Protection: Everyone's Concern. The topic focused on the advantages and disadvantages of traditional shopping versus online shopping, how to stay safe as an online consumer and protecting yourself against the risk involved in e-commerce.

Just after lunch, the activity resumed at 1pm. The speaker showed videos showing samples on Phishing, ATM Skimming and Social Media Scam. The speaker highlighted some ways on how to determine or identify suspicious offerings online. She warned them on different investment scams happening today. She noted that if the offering is too good to be true, better avoid them. The discussion ended with a workshop. The speaker asked them to list down the key points they have learned during the seminar, then present this in front through a song tuned from an Igorot song. The participants were able to compose song using the knowledge they've learned from the discussion. The participants were able to do the task and they enjoyed presenting their output in front. Some of the key points they pointed out was to stay vigilant as an online consumer, to stay safe, conscious and responsible online consumers.

After the discussion of the two topics, the speaker presented the Training Needs Assessment (TNA) Survey. The speaker simplified the BSBA extension programs that were listed in the TNA questionnaire. And with the assistance of the students from the Marketing Matrix Organization, the participants answered the survey questionnaire. The purpose of the TNA questionnaire was to determine the most needed/ important training or seminar of the participants. Afterwards, the speaker presented the content of the Memorandum of Agreement (MOA), and they were very willing to have a partnership with the College. The signing of the MOA will be initiated this week. Before the end of the seminar, the speaker asked the participants to evaluate the conducted seminar. The seminar ended with a closing prayer led by one of the participants.

Prepared by:

  
**MEGAN REYNA MATIAS**  
BSBA Extension Coordinator

Noted by:

  
**DANIELA P. CHUMACOG**  
Campus Extension Coordinator

  
**ELMER D. PAKIPAC, MSCD**  
Extension Director



# Seminar on Consumer Awareness in the Digital World

## REGISTRATION

## DOCUMENTATION

The early birds.  
Registration of  
Participants.

Doxology and  
singing of the  
National

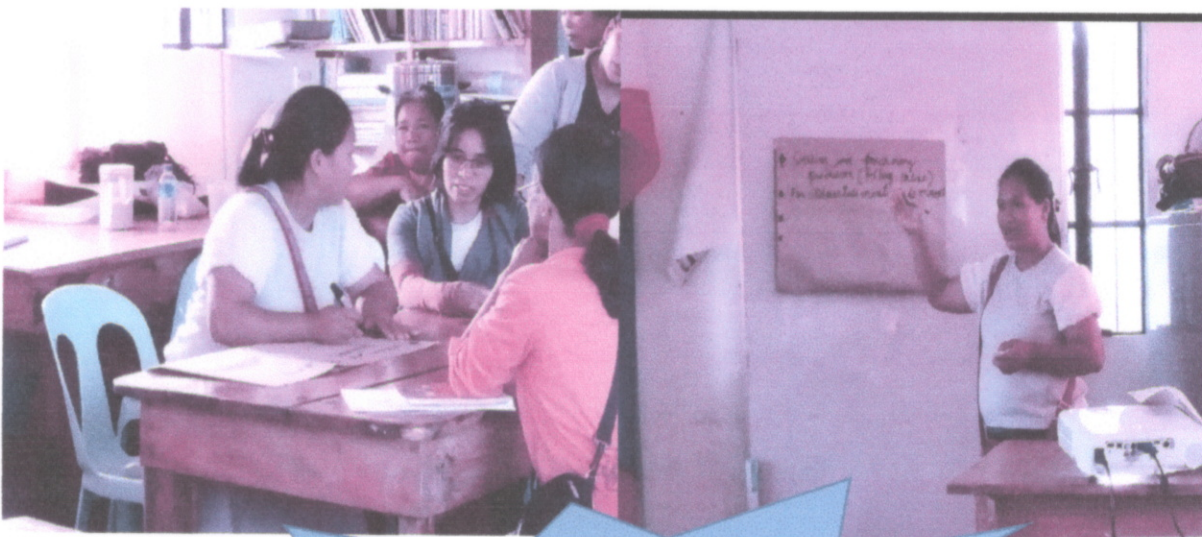
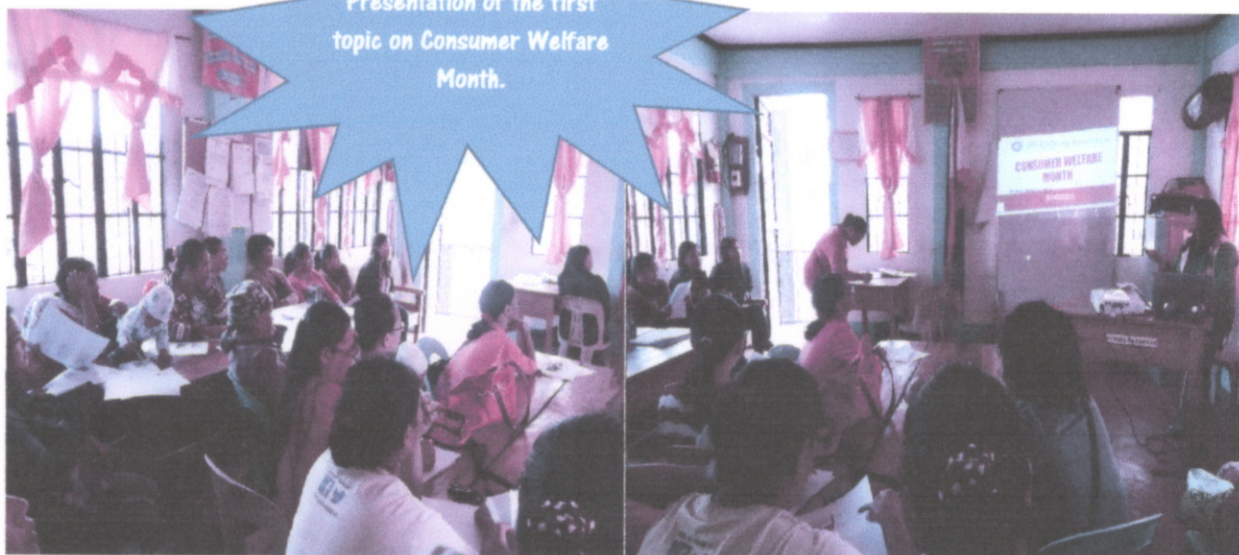
## SEMINAR PROPER

PRESENTATION OF THE VMGO,  
BSBA OBJECTIVES &  
EXTENSION PROGRAM.



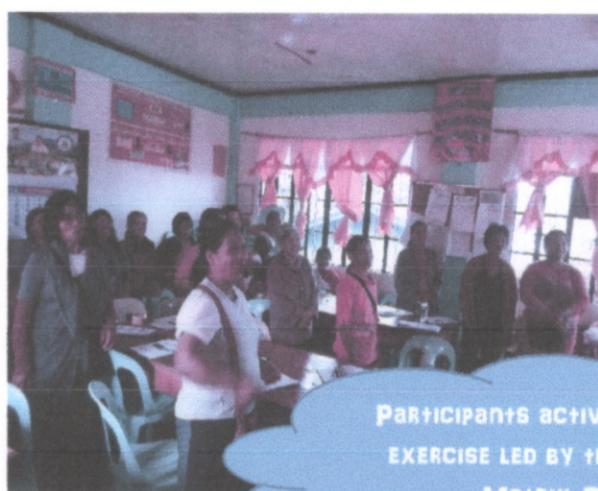


Presentation of the first  
topic on Consumer Welfare  
Month.



WORKSHOP ONE. MS. LOIDA  
PRESENTING THEIR OUTPUT.





**PARTICIPANTS ACTIVELY JOINED THE  
EXERCISE LED BY THE MARKETING  
MATRIX GROUP.**



**THE SPEAKER DISCUSSES THE SECOND TOPIC ABOUT  
CONSUMER PROTECTION: EVERYONE'S CONCERN.**

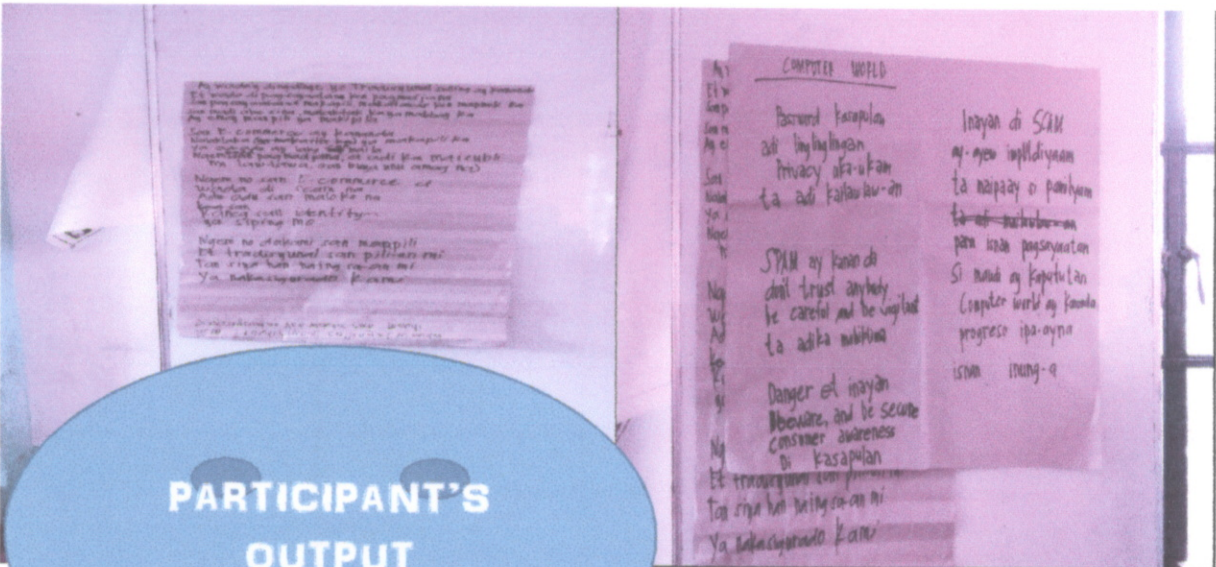
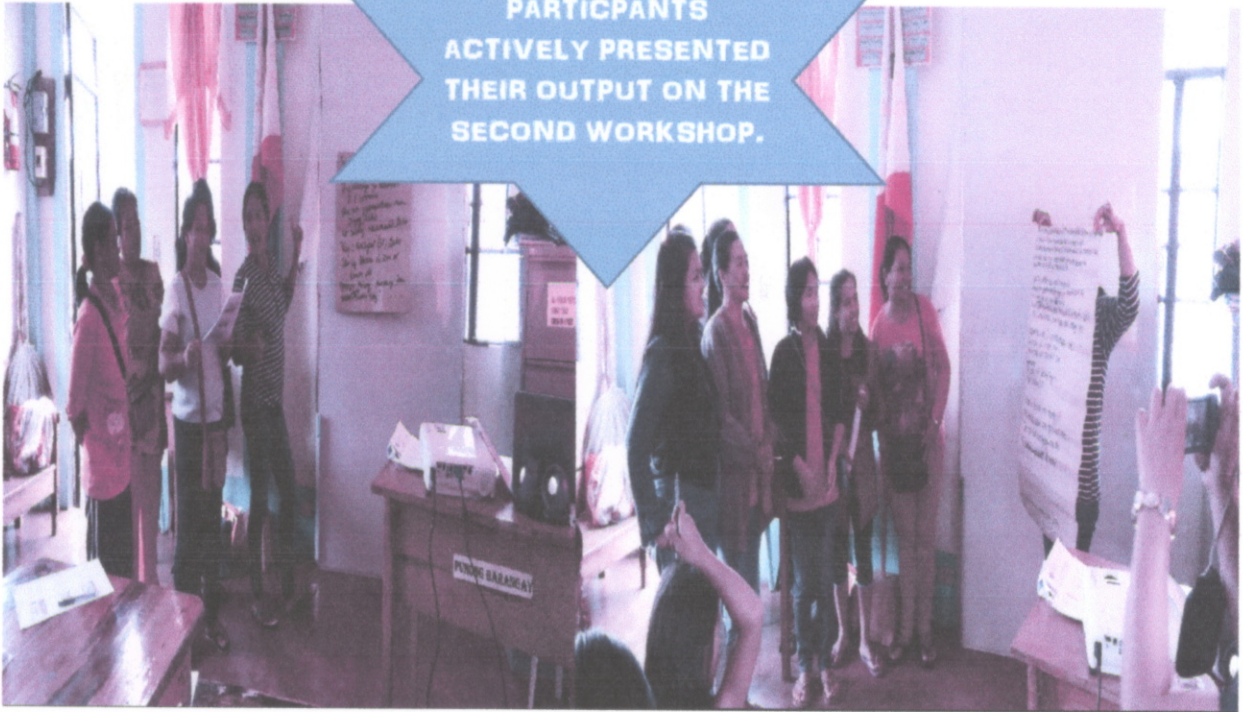


**PARTICIPANTS ACTIVELY  
DO THE SECOND  
WORKSHOP**





**PARTICIPANTS  
ACTIVELY PRESENTED  
THEIR OUTPUT ON THE  
SECOND WORKSHOP.**



**PARTICIPANT'S  
OUTPUT**

**COMPUTER WORLD**

Parawid katapalan  
adil ingkahan  
privacy aka-utaran  
ta adika katalaw-an

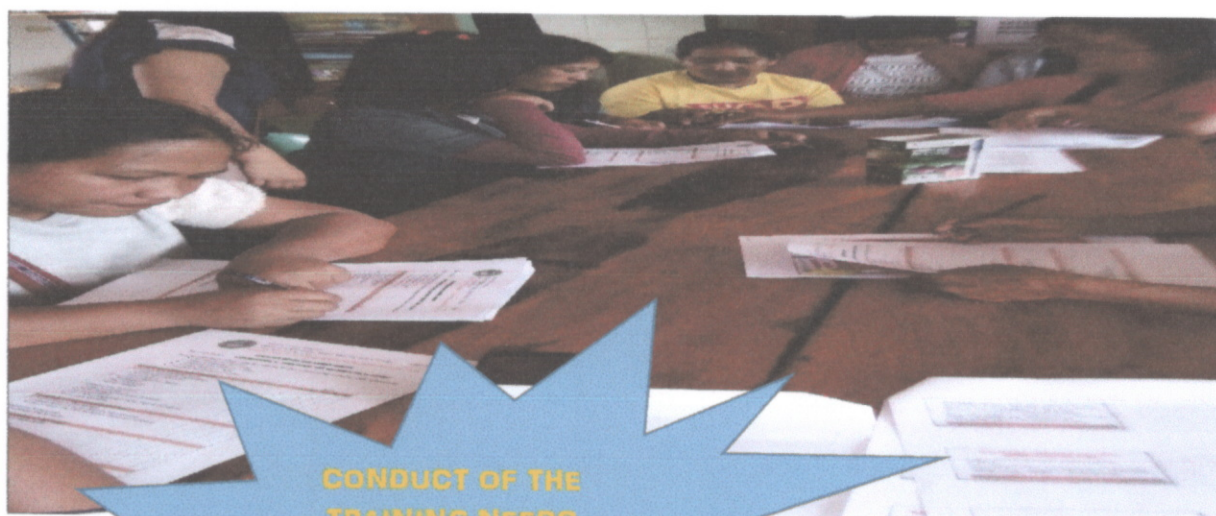
SPAM ay kano di  
dini trust anybody  
be careful and be updated  
ta adika mabisa

Danger et inayan  
Beware, and be secure  
consumer awareness  
di kasapulan  
Ta rita hai patingan ni  
Ya kabalaguan kano

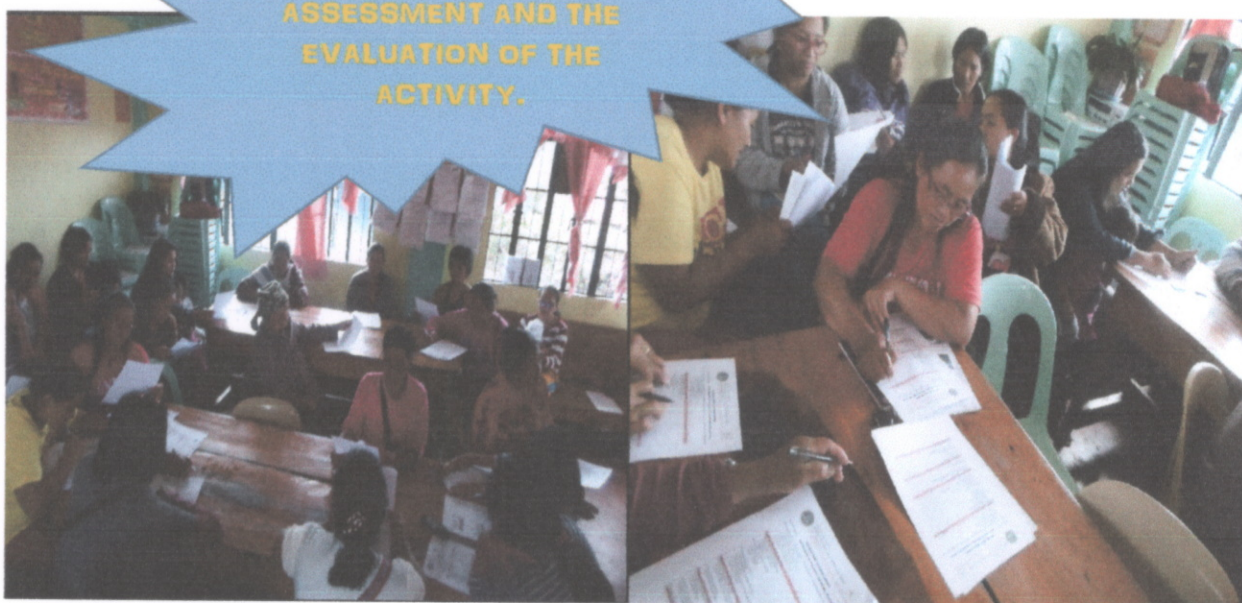
**INAYAN DI SAN**

ay-mu implidyanan  
ta napaay o pamihon  
ta adika mabisa  
pan isan pagpapalitan  
Si nuna ay kano di  
Computer world ay kano  
progreso ipa-ayon  
isun isung-a





**CONDUCT OF THE  
TRAINING NEEDS  
ASSESSMENT AND THE  
EVALUATION OF THE  
ACTIVITY.**



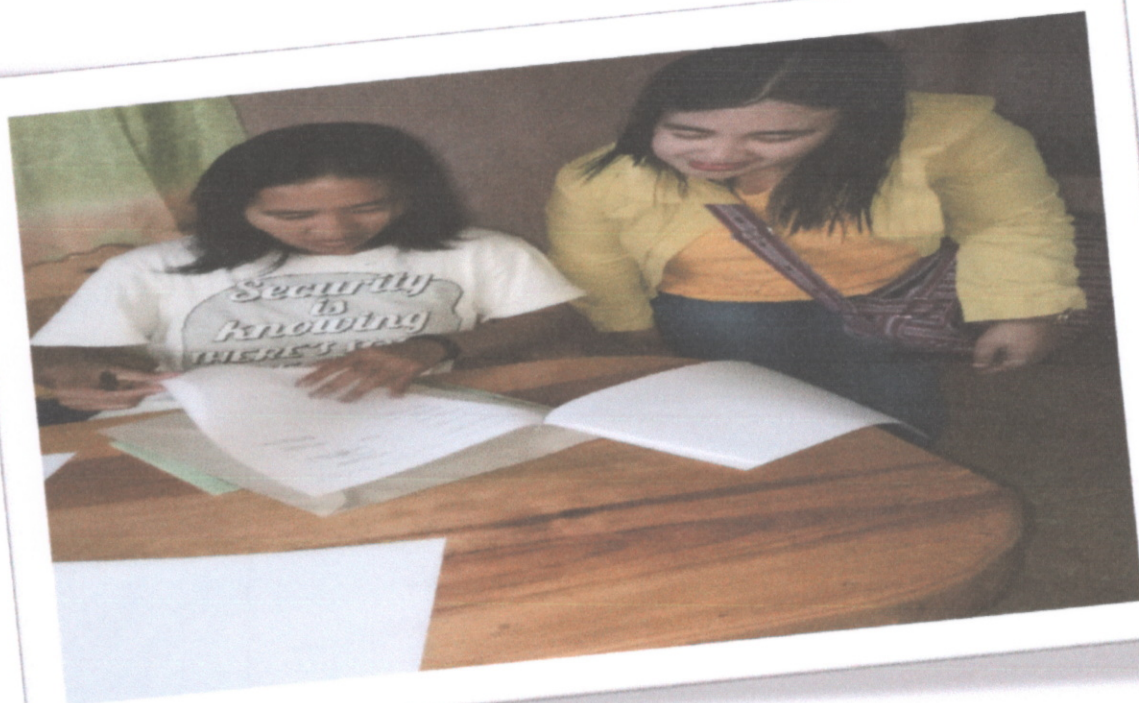
**REMAINING PARTICIPANTS WHO ACTIVELY JOINED THE PHOTOSHOOT. SOME OF THE PARTICIPANTS WERE BREASTFEEDING AND OPTED NOT TO JOIN THE PICTURE TAKING. OTHERS EXITED JUST AFTER THE CLOSING PRAYER TO CATCH UP WITH THEIR HOUSEHOLD CHORES.**



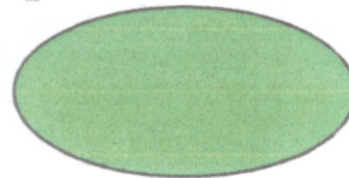
**MOA  
SIGNING  
OCTOBER 25,  
2015**



**WITH MA'AM JOSEPHINE C. LONGBOAN (PRESIDENT) & HILDA P. CADAY (SECRETARY) OF BAWI YOUNG MOTHER'S ORGANIZATION**





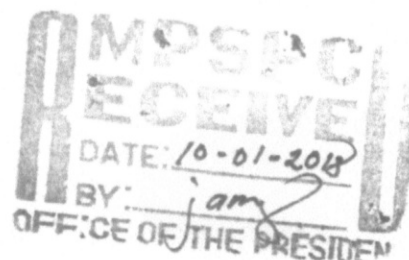


**Communication No. 2018-10-11 — 0 635**

Date	From	To	Remarks
1001	PRFC	VPRIDE	① Do we have a MOA with them? ② Do we have personnel for their purpose? X
10-9	<del>From</del> almer jabye	Dr. Alena	kindly address this request

\*\*\*Original copy of the Communication control number will be submitted at the Records Office\*\*\*

October 01, 2018



Hilda P. Cadoy  
President  
Bawi Bread Making Organization  
Banao Bauko Mountain Province

Rexton F. Chakas  
College President  
Mountain Province State Polytechnic College  
Poblacion Bontoc Mountain Province

RELEASED

MPSPC-RECORDS OFFICE

BY: [Signature]  
DATE: 10-1-2018

Dear Sir:

Greetings of love and peace!

I am sending this letter as a representative of our organization to ask assistance from Mountain Province State Polytechnic College. The Bawi Bread Making Organization is an infant entity in our barangay. We are producing bread and pastry and selling it to the market. Being new in the industry, we are still learning how to market our products not only in our barangay but to the nearby area. We would like to expand our business however we lack knowledge and expertise on how to do it. In this regard, we are wondering if you can send faculties from the Business Administration Department who can train us on Marketing and Entrepreneurship. We are hoping for your positive response on this matter.

Thank you very much and more power!

Sincerely,

Hilda P. Cadoy  
Hilda P. Cadoy

10-01-635





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



October 15, 2018

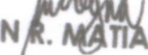
**ELMER D. PAKIPAC, MSCD**

Extension Director  
Mountain Province State Polytechnic College

Sir:

This is to transmit the activity design of an extension activity on "Consumer Awareness in the Digital World" to be held on October 20, 2018 at Barangay Hall, Banao, Bauko Mountain Province.

Prepared By:

  
**MEGAN R. MATIAS, MPA**

Extension Coordinator  
Bachelor of Science in Business Administration



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



## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

### SEMINAR ON CONSUMER AWARENESS IN THE DIGITAL WORLD

October 20, 2018

	NAME	GENDER		ADDRESS	AGENCY REPRESENTED	POSITION	CONTACT NUMBER	SIGNATURE
		F	M					
1.	Bocao, Patricia T.	✓		<del>Mountain Province</del> Bun-ayan			0900601878	
2.	Payagen, Jovy T.	✓		Jabangan			09307108646	
3.	Papat, Pegine T.	✓		Pob. Tadiu			09107776009	
4.	Benthi Adela	✓		Banao				ABenthi
5.	MARJORIE C. BUGTONG	✓		Banao				ABugtong
6.	Isabel Basilio	✓		Banao			09284067463	IBasilio
7.	Marilu Basilio	✓		Banao			09488480547	MBasilio
8.	Mary D. Dabiao	✓		Banao			09308458573	MDabiao
9.	Virginia Taganas	✓		Banao			09073032558	V-Taganas
10.	Josephine Bucloy	✓		Banao			09101176028	JBucloy
11.	Catherine Moreno	✓		Banao			09460839454	CMoreno
12.	Hilda P. Coday	✓		Banao			09092549576	HCoday
13.	Arelie Garci	✓		Banao			09127809973	AGarci
14.	Mary Banao	✓		Banao				MBanao
15.	Marjorie B. Bag-igg	✓		Banao			09092532686	MBag-igg



	Name	Gender F M		Address	Position	Number	Signature
16.	Agustina Balsing	/		Banau		09077341258	ABalsing
17.	Richard B. Tacio	/		Banau			<del>Richard B. Tacio</del>
18.	Amy C. Balusdan	-		Banau			AB
19.	Kladya Dampalit	/		Banau			Kdampalit
20.	Crisene Balusdan	✓		Banau		09078575802	<del>Crisene</del>
21.	CYNTHIA D. PAGBIBES	-		Banau	Prog. Kagawad	09106805720	Cydr
22.	Nina G. Napay	-		Banau			Napay
23.	TERESA G. KUNAW	-		-do-			
24.	Loida Palandito	-		"			L. Palandito
25.	OLIVE M. FIAYONLAN	✓		Banau	DCW	09503335700	afayon
26.	JOSEPHINE C. LONGBAN	/		BANAU		09308625079	<del>Josephine C. Longban</del>
27.	Valiant Sumilang		-	Bontoc		09067196867	Valiant
28.	Frea Leigh P. Bete	✓		Bontoc			F. Bete
29.	Hazel Bomal-o	/		Leseb		09091653719	Hazel
30.	Flor Jane Molang	-		Guinzadan		09461880672	mfjan
31.	Megan Reyna Motias	-		Banau		09104121843	mer
32.							
33.							
34.							
35.							
36.							
37.							
38.							



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



### ACTIVITY DESIGN

#### ACTIVITY IDENTIFICATION

Activity Title:	Consumer Awareness in the Digital World
Extension Component:	Technical Assistance and Advisory
Services	
Extension Program:	Others
Implementing Department:	Bachelor of Science in Business Administration
Faculty Extension Workers :	Megan R. Matias Jiselle Q. Bayangdan
Facilitator:	Hazel L. Bumal-o Marketing Matrix Organization President Regine Papat
Target Participants:	Marketing Matrix Organization Secretary Bawi Bread Making Organization, Banao, Bauko, Mountain Province
No. of Participants:	30
Venue:	Barangay Hall, Banao, Bauko Mountain Province
Date:	October 20, 2018
Source of Fund	MPSPC
Total Budget Requirement	<b>P 8,400.00</b>

#### RATIONALE:

Based on Presidential Proclamation No. 1098, the month of October is declared as the Consumer Welfare Month. The month of October gives national attention on the role that consumers play in the vitality of the Philippine economy. This is to increase the public's awareness on the consumer rights, policies and protections by conducting activities and dissemination of information.

With this year's theme "Making Digital Marketplaces Fairer," the celebration aims to disseminate sound consumer information to both public and business sectors and the media on consumer-related matters including policies and technologies that affect the consumers. This year's celebration will focus on the impacts of digital



technology and how it helps in the attainment of product quality and safety conscious society. With the advent of technology, more and more consumers are choosing the convenient way of shopping online. For safety, DTI has urged consumers to be vigilant, discerning and wiser in order not to be taken advantage of by unscrupulous online sellers.

In line with this, 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 toward self-reliance and sustainable development.

Along with the college-wide extension program, the Department of Business Administration Extension Program, Enhancement of Livelihood and Business Skills (ELABS) offers advocacy programs on consumer empowerment that leads to a product quality and safety conscious society.

Together with the Marketing Matrix Organization, the department wishes to promote consumer awareness in the digital world to the young mothers of Banao, Bauko Mountain Province. We believe that through them information will be properly disseminated to the millennials.

#### OBJECTIVES:

At the end of the activity, the participants should be able to:

- Demonstrate awareness on the risk involved in the digital marketplace.
- Recognize suspicious offerings on the digital marketplace.
- Commit to become a conscious and safe consumer.

#### METHODOLOGIES:

The activity will make use of an interactive learning approach, and workshops. To bring out a two-way learning process, clienteles will be sharing their experiences on e-commerce.

DAY 1	
Time	Activity
8:00 a.m. – 8:30 a.m.	Registration
8:31 a.m. – 9:30 a.m.	Opening Prayer Pambansang Awit Welcome Remarks Presentation of MPSPC VMGO Presentation of BSBA Objectives and Extension Program
9:31 a.m. – 12:00 p.m.	Seminar Proper: (A.) Emergence of E-commerce in the Philippines (B.) Protecting Yourself in the digital marketplace <ul style="list-style-type: none"> <li>• Phishing</li> <li>• Skimming</li> <li>• Social Media Scammers</li> </ul>
12:00 noon- 1:00 p.m.	Lunch Break




1:00 p.m. – 4:30 p.m.	Seminar – Workshop Proper: (A.) Consumer Protection: Suspicious Offerings Online (B.) Determining Risk involved in the digital marketplace.
4:31 p.m. – 5:00 p.m.	Closing Activities


### BUDGETARY REQUIREMENT

BUDGETARY REQUIREMENT			
Item	Cost	Sub- Total	Fund Source
Supplies (For Lecture Notes, Programs and Communications)			MPSPC  600.00
1. Ink Refill (Black)	180.00	180.00	
2. 4 Permanent Markers	30.00	120.00	
3. 8 Manila Paper	10.00	80.00	
4. 1 Ream Bond Paper Long	220.00	220.00	
Transportation (4 pax * 75 * 2)	75.00	600.00	7,800.00
30 pax * P 120.00/ meal * 1 days	3,600.00	3,600.00	
30 pax * P 60.00/ snack * 2 * 1 days	3,600.00	3,600.00	
Total			8,400.00

Prepared By:

  
**MEGAN R. MATIAS, MPA**  
Extension Coordinator-BSBA

Noted By:

  
**DARWIN PHILIP C. ALERA, Ed.D.**  
Chairperson, BSBA


  
**CHRISTIE LYNNE C. CODOD, Ed. D**  
Executive Dean, Bontoc Campus 10/16/2018

Reviewed By:

  
**DANIELA P. CHUMACOG**  
Campus Extension Coordinator

  
**ELMER D. PAKIPAC, MSCD**  
Extension Director

Funds Available

  
**REXON T. DAMAYAN, CPA**  
Accountant II

Recommending for Approval:

  
**ANNIE GRAIL E. EKID, Ed. D.**  
VP for Research Development  
And Extension

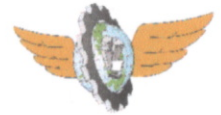
Approved By:

  
**REXTON F. CHAKAS, Ph. D.**  
MPSPC President





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



## **BUSINESS ADMINISTRATION DEPARTMENT**

### **SUMMARY OF EVALUATION**

Activity Title: **Seminar on Consumer Awareness in the Digital World**  
Date: **October 20, 2018**  
Venue: **Brgy. Hall, Banao, Bauko Mountain Province**

#### **A. Resource Speaker**

Name: **MEGAN R. MATIAS**  
Topic: **EMERGENCE OF E-COMMERCE IN THE PHILIPPINES  
CONSUMER PROTECTION: EVERYONE'S CONCERN**

Rating Scale:

1 - Poor (2.00-1.50)      3 - Satisfactory (2.51-3.50)      5 - Excellent (4.51-5.00)  
2 - Fair ( 1.51-2.50)      4 - Very Satisfactory (3.51-4.50)

Particulars		mean
1	Clarity of Objectives at the beginning	4.29
2	Organization/Sequencing of topics	4.18
3	Clarity of topic/ideas presented/discussed	4.47
4	Effectiveness of methodologies/style of teaching	4.12
5	Quality and effectiveness of instructional materials	4.06
6	Ability to teach/communicate ideas	4.12
7	Ability to answer questions	4.24
8	Ability to arouse/sustain interest	4.18
9	Ability to manage time	4.35
10	How the topic was ended	4.35
Grand Mean		4.24

The grand mean equaled **4.24** with a descriptive equivalent of **very satisfactory**.

#### **Things Liked in the resource person:**

- Effective in delivering her topic.
- She's good
- She simplified the topic
- She's energetic

#### **Things not liked in the resource person:**

- None

#### **Other Remarks:**

- Thank you
- Come again

Title: **CONSUMER AWARENESS IN THE DIGITAL WORLD**  
Date: **OCTOBER 20, 2018**

Rating Scale:

<b>1 - Poor (2.00-1.50)</b>	<b>3 - Satisfactory (2.51-3.50)</b>	<b>5 - Excellent (4.51-5.00)</b>
<b>2 - Fair ( 1.51-2.50)</b>	<b>4 - Very Satisfactory (3.51-4.50)</b>	

Particulars		mean
<b>1</b>	<b>Objectives and Relevance</b>	
<b>a</b>	Clarity and relevance	<b>4.43</b>
<b>b</b>	Attainment of the activity objectives	<b>4.20</b>
<b>c</b>	Usefulness of the activity/topics to the participants	<b>4.37</b>
<b>d</b>	Timeliness and immediate applicability	<b>4.27</b>
<b>2</b>	<b>Organization and preparation; Venue</b>	
<b>a</b>	Planning and implementing activity	<b>4.30</b>
<b>b</b>	Preparation and organization of the activities	<b>4.33</b>
<b>c</b>	Ventilation, lighting, equipment and facilities in the venue	<b>4.30</b>
<b>d</b>	Appropriateness of the venue of the activity	<b>4.27</b>
<b>e</b>	Time allotment per activity	<b>4.00</b>
<b>3</b>	<b>Speaker and Facilitator</b>	
<b>a</b>	Mastery of the subject matter/content	<b>4.73</b>
<b>b</b>	Use of effective means of communicating ideas	<b>4.33</b>
<b>c</b>	Keenness and interest in the conduct of training	<b>4.37</b>
<b>d</b>	Stimulation of the participants' interest	<b>4.30</b>
<b>4</b>	<b>Involvement of Participants</b>	
<b>a</b>	Enthusiasm and interest shown	<b>4.03</b>
<b>b</b>	Level of involvement of participants	<b>4.10</b>
<b>5</b>	<b>Food</b>	<b>2.80</b>
<b>6</b>	<b>Overall Evaluation</b>	<b>4.37</b>
<b>Grand Mean</b>		<b>4.21</b>

The overall evaluation rated **4.37** with a descriptive equivalent of **very satisfactory** while the grand mean equaled **4.21** with the same descriptive equivalent.

**Comments and Suggestions:**

- Thank you
- Please come again