

CURRICULUM

Bachelor of Science in Development Communication (BS DevCom)

Academic Year 2018-2019

Reference CMOs: CMO No. 36, s. 2017, CMO 4 s. 2018 and CMO No 20, s. 2013

Curriculum Description

The degree program described herein shall be called **Bachelor of Science in Development Communication (BS DevCom)**. Communication as a field of study covers the various ways by which humans communicate. It focuses on how verbal and non-verbal messages are used to create meanings in various contexts using diverse media platforms. It includes a broad range of subject matter ranging from communication, natural and social sciences, and other technical courses such as agriculture, health, and environment. This also includes the study of communication in interpersonal relationships, groups, organizations, and cultures (CMO No. 36, s. 2017).

Program Objectives

This program aims to equip students with the knowledge and skills needed in teaching, managing and implementing communication programs for development (CMO No. 36, s. 2017).

Graduates of this program may find employment as public and corporate communication or information officers, social science and communication researchers or analysts, communication or media planners and managers, program or project development officers, media practitioners, learning system designers, multimedia designers, and in the allied and related professions (CMO No. 36, s. 2017).

Program Outcomes

The minimum standards for the BS Development Communication program are expressed in the following minimum set of learning outcomes:

Common to all programs in all types of schools

- The Ability to engage in lifelong learning and understanding of the need to keep abreast of the developments in the specific field of practice (Philippine Qualifications Framework or PQF Level 6 descriptor);
- The ability to effectively communicate orally and in writing using both English and Filipino;
- The ability to work effectively and independently in multidisciplinary and multicultural teams (PQF Level 6 descriptor);
- A recognition of professional, social, and ethical responsibility; and
- An appreciation of Filipino historical and cultural heritage (based on RA 7722).

Common to social sciences and communication

Graduates of the Social Sciences and Communication programs are able to:

- Understand and apply social science concepts and theories to the analysis of social issues;
- Design and execute social research using appropriate approaches and methods; and
- Practice professional and ethical standards in the fields of social sciences and communication.

Specific to the Bachelor of Science in Development Communication Program

Graduates of BS Development Communication are able to:

- Develop a critical understanding of development perspectives;
- Define and access information needs; assess and organize information and knowledge; produce share and utilize information and knowledge;
- Apply communication theories/models, principles, practices and tools in development work;
- Develop a communication program/plan;
- Demonstrate effective interpersonal skills as a linker, networker, and mediator;
- Communicate in different formats and platforms (print, broadcast, and online)
- Conduct communication research, monitoring, and evaluation;
- Develop and produce multi-media materials;
- Demonstrate program management and leadership skills;
- Develop entrepreneurial capabilities;
- Adhere to ethical standards and practices;
- Know and practice rights and responsibilities and accountabilities in the communication profession; and
- Integrate technical knowledge (e.g. Biological Sciences, Physical Sciences, Health Sciences, and Applied Sciences) in content development and management

Curriculum Components

	Courses	Units	Total
	A. General Education Courses (CMO No. 20, Series of 2013 and CMO No. 36, Series of 2017)		36 units
	B. Filipino and Literature (CMO No. 4, Series of 2018)		6 units
	C. Core Courses in BS DevCom		18 units
DEVC 100	1. Introduction to Development Communication	3	
DEVC 101	2. Communication, Culture, and Society	3	
DEVC 102	3. Communication Theory	3	
DEVC 103	4. Communication Media Laws and Ethics	3	
DEVC 104	5. Communication Research	3	
DEVC 105	6. Communication Campaigns and Programs	3	

	D. Required Courses by CHED		9 units
DEVC 211	1. Cross-Cultural Communication	3	
DEVC 212	2. Knowledge Management	3	
DEVC 213	3. Risk, Disaster, and Humanitarian Communication	3	
	E. Required Courses		12 units
DEVC 321	1. Fundamentals of Community Broadcasting	3	
DEVC 322	2. Fundamentals of Educational Communication and Technology	3	
DEVC 323	3. Fundamentals of Public Information	3	
DEVC 324	4. Interpersonal Communication in Development	3	
	F. Electives (Based on Institutional and Program Outcomes)		42 units
	<i>Specialized Courses</i>	18	
DEVC 431	1. Multimedia Materials Production and Management	3	
DEVC 432	2. Participatory Development Journalism	3	
DEVC 433	3. Communicating Science for Development	3	
DEVC 434	4. Behavioral and Social Change Communication	3	
DEVC 435	5. Multimedia-Based Learning Systems	3	
DEVC 436	6. Communication in the ASEAN Setting	3	
	<i>*Natural/Technical Courses</i>	15	
	<i>*Social Sciences</i>	9	
	<i>*Taken in other department/college within the same university</i>		
	G. Thesis/Special Project and Internship		9 units
CRES 1	1. Thesis Writing 1	3	
CRES 2	2. Thesis Writing 2	3	
OJT	3. 200 hours On-The-Job Training/Media Internship	3	
	H. Physical Education (PE)		8 units
PE 101	1. Physical Fitness, Gymnastics and Aerobics	2	
PE 102	2. Rhythmic Activities	2	
PE 103	3. Individual and Dual Sports	2	
PE 104	4. Team Sports	2	
	I. National Service Training Program		6 units
NSTP 1	1. National Service Training Program 1	3	
NSTP 2	2. National Service Training Program 2	3	
	TOTAL		146 Units

SUMMARY	
Courses	Number of Units
General Education Courses (CMO No. 20, Series of 2013 and CMO No. 36, Series of 2017)	36
Filipino and Literature (CMO No. 4, Series of 2018)	6
Core Courses in BS DevCom	18
Required Courses by CHED	9
Required Courses	12
Electives (Based on Institutional and Program Outcomes)	42
Thesis/Special Project and Internship	9
Physical Education (PE)	8
National Service Training Program	6
TOTAL	146

PROGRAM OF STUDY

FIRST YEAR					
FIRST SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
GEd 101	Understanding the Self/Pagunawa sa Sarili	3	3	-	-
GEd 105	Readings in the Philippine History/Mga Babasahin Hinggil sa Kasaysayan ng Pilipinas	3	3	-	-
GEd 109	Science, Technology, and Society/Agham, Technolohiya, at Lipunan	3	3	-	-
FILI 101	Kontekstwalisadong Komunikasyon sa Filipino	3	3	-	-
GEd 106	Purposive Communication/Malayuning Komunikasyon	3	3	-	-
DEVC 100	Introduction to Development Communication	3	3	-	-
NSTP 111	National Service Training Program 1	3	3	-	-
PE 101	Physical Fitness, Gymnastics and Aerobics	2	2	-	-
	Total	23	23	-	-

FIRST YEAR					
SECOND SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
GEd 108	Art Appreciation/Pagpapahalaga sa Sining	3	3	-	-
GEd 104	The Contemporary World/Ang Kasalukuyang Daigdig	3	3	-	-

GEd 102	Mathematics in the Modern World/Matematika sa Makabagong Daigdig	3	3	-	-
GEd 103	Life and Works of Rizal	3	3	-	-
FIL 102	Filipino sa Iba't-ibang Disiplina	3	3	-	FIL 101
GEd 107	Ethics/Etika	3	3	-	-
DEVC 101	Communication, Culture, and Society	3	3	-	DEVC 100
PE 102	Rhythmic Activities	2	2	-	PE 101
	Total	23	23	-	

SECOND YEAR					
FIRST SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
DEVC 321	Fundamentals of Educational Communication and Technology	3	3	-	DEVC 100
DEVC 211	Cross Cultural Communication	3	3	-	DEVC 100 and DEVC 101
DEVC 212	Knowledge Management	3	3	-	DEVC 100
DEVC 322	Fundamentals of Community Broadcasting	3	2	1	DEVC 100
DEVC 323	Fundamentals of Public Information	3	3	-	DEVC 100
FIL 103	Retorika – Masining na Pagpapahayag	3	3	-	Fil 102
NSTP 2	National Service Training Program 2	3	3	-	NSTP 1
PE 103	Individual and Dual Sports	2	2	-	PE 102
	Total	23	22	1	

SECOND YEAR					
SECOND SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
DEVC 431	Multimedia Materials Production and Management	3	2	1	DEVC 321
DEVC 102	Communication Theory	3	3	-	DEVC 100 DEVC 101 DEVC 211
DEVC 213	Risk, Disaster, and Humanitarian Communication	3	3	-	DEVC 100
LIT 101	Sosyedad at Literatura /Panitikang Panlipunan	3	3	-	-
	Natural/Technical Elective 1	3	3	-	-
	Natural/Technical Elective 2	3	3	-	-
	Social Sciences Elective 1	3	3	-	-
PE 104	Team Sports	2	2	-	PE 103
	Total	23	22	1	

THIRD YEAR					
FIRST SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
LIT 102	ASEAN Literature	3	3	-	LIT 101
DEVC 103	Communication Media Laws and Ethics	3	3	-	DEVC 102
	Natural/Technical Elective 3	3	3	-	-
	Natural/Technical Elective 4	3	3	-	-
	Social Sciences Elective 2	3	3	-	-
	Social Sciences Elective 3	3	3	-	-
	Total	18	18	-	

THIRD YEAR					
SECOND SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
DEVC 324	Interpersonal Communication in Development	3	3	-	DEVC 102 Junior Standing
DEVC 432	Participatory Development Journalism	3	2	1	DEVC 103 Junior Standing
DEVC 104	Communication Research	3	3	-	DEVC 102
DEVC 433	Communicating Science for Development	3	3	-	Junior Standing
DEVC 105	Communication Campaigns and Programs	3	3	-	Junior Standing
	Natural/Technical Elective 5	3	3	-	-
	Total	18	17	1	

THIRD YEAR					
SUMMER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
OJT	200 Hours On-the-Job Training/Media Internship	3	-	-	Complete 3 rd Year Course work
	Total	3	-	-	

FOURTH YEAR					
FIRST SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
CRES 1	Thesis Writing 1	3	3	-	DEVC 104
DEVC 434	Behavioral and Social Change Communication	3	3	-	Senior Standing
DEVC 435	Multimedia-Based Learning Systems	3	2	1	Senior Standing
	Total	9	8	1	

FOURTH YEAR					
SECOND SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
CRES 2	Thesis Writing 2	3	3	-	CRES 1
DEVC 436	Communication in the ASEAN Setting	3	3	-	Senior Standing
	Total	6	6	-	