



CURRICULUM

Bachelor of Science in Development Communication (BS DevCom)

Academic Year 2021-2022

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

Program 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 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 multimedia 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 (CMO No. 36, s. 2017)

PROGRAM EDUCATIONAL OBJECTIVES

- PEO 1 Develop effective communication, leadership and higher cognitive skills.
 PEO 2 Cultivate communication for development virtues and a global perspective.
 PEO 3 Prepare for lifelong learning.

STUDENT OUTCOMES

Upon completion of the program, students are expected to have an:

- SO 1 Ability to apply knowledge on communication and development
 SO 2 Ability to practice interpersonal and participatory communication skills
 SO 3 Ability to develop a communication program/plan
 SO 4 Ability to communicate in different media platforms/formats
 SO 5 Ability to produce audiovisual and multimedia content
 SO 6 Ability to conduct and critique development communication research
 SO 7 Ability to promote professional and ethical responsibility as a communication professional
 SO 8 Ability to exercise leadership and management skills in development programs/projects
 SO 9 Ability to integrate technical knowledge in content management and development
 SO 10 Ability to demonstrate Philippine cultural and social values in the practice of development communication profession

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		15 units
DEVC 321	1. Fundamentals of Community Broadcasting	3	
DEVC 322	2. Fundamentals of Development Journalism	3	
DEVC 323	3. Fundamentals of Educational Communication and Technology	3	
DEVC 324	4. Introduction to Science Communication	3	
DEVC 325	5. Interpersonal Communication in Development	3	
	F. Electives (Based on Institutional and Program Outcomes)		33 units
	<i>Specialized Courses</i>	9	
DEVC 431	1. Multimedia Materials Production and Management	3	
DEVC 432	2. Community Media Management	3	
DEVC 433	3. Multimedia-Based Learning Systems	3	
	<i>*Natural/Technical Courses</i>	15	
DEVC NTE 1	Use the course description of the college/department where the student intends to enroll	3	
DEVC NTE 2	Use the course description of the college/department where the student intends to enroll	3	

DEVC NTE 3	Use the course description of the college/department where the student intends to enroll	3	
DEVC NTE 4	Use the course description of the college/department where the student intends to enroll	3	
DEVC NTE 5	Use the course description of the college/department where the student intends to enroll	3	
	*Social Sciences	9	
DEVC SSE 1	Use the course description of the college/department where the student intends to enroll	3	
DEVC SSE 2	Use the course description of the college/department where the student intends to enroll	3	
DEVC SSE 3	Use the course description of the college/department where the student intends to enroll	3	
<i>*Taken in other department/college within the same university</i>			
	G. Thesis/Special Project and Internship		11 units
CRES 1	1. Thesis Writing 1	3	
CRES 2	2. Thesis Writing 2	3	
OJT	3. 500 hours On-The-Job Training/Media Internship	5	
	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		142 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	15
Electives (Based on Institutional and Program Outcomes)	33
Thesis/Special Project and Internship	11
Physical Education (PE)	8
National Service Training Program	6
TOTAL	142

PROGRAM OF STUDY

FIRST YEAR					
FIRST SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
GEd 101	Understanding the Self/Pag-unawa 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	-	-
FIL 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 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
NSTP 2	National Service Training Program 2	3	3	-	NSTP 1
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 Community Broadcasting	3	3	-	DEVC 100
DEVC 322	Fundamentals of Development Journalism	3	3	-	DEVC 100
DEVC 323	Fundamentals of Educational Communication and Technology	3	3	-	DEVC 100
DEVC 324	Introduction to Science Communication	3	3	-	DEVC 100
FIL 103	Retorika – Masining na Pagpapahayag	3	3	-	Fil 102
LIT 101	Sosyedad at Literatura/Panitikang Panlipunan	3	3	-	-
GED 108	Art Appreciation/Pagpapahalaga sa Sining	3	3	-	-
PE 103	Individual and Dual Sports	2	2	-	PE 102
	Total	23	23	-	

SECOND YEAR					
SECOND SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
DEVC 102	Communication Theory	3	3	-	DEVC 100, DEVC 101
DEVC 211	Cross-Cultural Communication	3	3	-	DEVC 100
DEVC 212	Knowledge Management	3	3	-	DEVC 100
DEVC 213	Risk, Disaster, and Humanitarian Communication	3	3	-	DEVC 100
LIT 102	ASEAN Literature	3	3	-	-
DEVC NTE 1	<i>Use applicable course title from other program/ college/department</i>	3	3	-	-
DEVC SSE 1	<i>Use applicable course title from other program/college/department</i>	3	3	-	-
PE 104	Team Sports	2	2	-	PE 103
	Total	23	23	-	

THIRD YEAR					
FIRST SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
DEVC 103	Communication Media Laws and Ethics	3	3	-	DEVC 102
DEVC 104	Communication Research	3	3	-	DEVC 102
DEVC 431	Multimedia Materials Production and Management	3	2	1	DEVC 321, 322, 323, 324
DEVC NTE 2	<i>Use applicable course title from other program/ college/department</i>	3	3	-	-
DEVC NTE 3	<i>Use applicable course title from other program/college/department</i>	3	3	-	-
DEVC SSE 2	<i>Use applicable course title from other program/ college/department</i>	3	3	-	-
DEVC SSE 3	<i>Use applicable course title from other program/college/department</i>	3	3	-	-
	Total	21	20	1	

THIRD YEAR					
SECOND SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
DEVC 432	Community Media Management	3	2	1	DEVC 100, DEVC 101

DEVC 432	Multimedia-Based Learning System	3	3	-	DEVC 431
CRES 1	Thesis Writing 1	3	3	-	DEVC 104, Junior Standing
DEVC NTE 4	<i>Use applicable course description from other college/department</i>	3	3	-	-
DEVC NTE 5	<i>Use applicable course description from other college/department</i>	3	3	-	-
	Total	15	14	1	

THIRD YEAR					
SUMMER/MIDYEAR					
Code	Course Title	Units	Lec	Lab	Pre-requisite
DEVC 325	Interpersonal Communication in Development	3	3	-	DEVC 102 Junior Standing
	Total	3	-	-	

FOURTH YEAR					
FIRST SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
CRES 2	Thesis Writing 2	3	3	-	CRES 1
DEVC 105	Communication Campaigns and Programs	3	3	-	DEVC 103, Junior Standing
	Total	6	6	-	

FOURTH YEAR					
SECOND SEMESTER					
Code	Course Title	Units	Lec	Lab	Pre-requisite
OJT	500 hours on-the-job training/Media internship	5	-	-	Complete Course work
	Total	5		-	