



Republic of the Philippines  
**PALAWAN STATE UNIVERSITY**



## Office of the University President

### Vision

An internationally recognized university that provides relevant and innovative education and research for lifelong learning and sustainable development.

2 August 2021

### AGUSTIN C. MENDOZA

OIC – Regional Director  
National Economic Development Authority  
Region IV-B MIMAROPA  
2<sup>nd</sup> Floor, Paras Building, J.P. Rizal Street  
San Vicente South, Calapan City,  
Oriental Mindoro



### Mission

The Palawan State University is committed to upgrade the people's quality of life by providing education opportunities through excellent instruction, research and innovation, extension, production services, and transnational collaborations.

Dear OIC-Director Mendoza,

The Palawan State University (PSU) shall offer the new Graduate Program called as *Master of Science in Technopreneurship* (MS Technop) starting this 1<sup>st</sup> Semester SY 2021-2022. Our on-line classes for the 1<sup>st</sup> Semester is scheduled to commence in late August 2021.


This MS in Technopreneurship is a pioneering program in the country which greatly deals with the integration of entrepreneurship and technological innovation. We believe that this is a timely masteral program because of the advent of start-up businesses and the prevailing economic order brought about by the pandemic. Attached are three documents for your ready reference: (1) Brochure; (2) Course Description; and (3) Frequently-Asked-Questions.

In this regard, we would like to request your assistance for the dissemination of this MS in Technopreneurship program within your office. We also request that you share these information materials to your network and other stakeholders.

For inquiries, interested parties may directly contact the Chairperson of our Graduate Business Department, Dr. Richelle P. Bundukin at 0917-578-7001 or through her email at [rbundukin@psu.palawan.edu.ph](mailto:rbundukin@psu.palawan.edu.ph). Alternatively, they may also get in touch with our Graduate School Dean, Dr. Michael D. Pido at 0917-309-9940 / 0920-900-9158 or through his email at [mpido@psu.palawan.edu.ph](mailto:mpido@psu.palawan.edu.ph).

We look forward to your kind attention to this request. Best personal regards.

Very truly yours,

  
**RAMON M. DOCTO, Ph.D.**  
University President



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☎ **434-2707**

**Implement effectively a proposed business plan for technology.**





# MASTER OF SCIENCE IN TECHNOPRENEURSHIP

## GOALS AND OBJECTIVES

The Master of Science in Technopreneurship is a graduate degree program designed to provide students with knowledge, skills, competencies, and values to take advantage of advanced technology in building sustainable internationally-recognized businesses.

By synthesizing the academic arena and the industry, students are deemed more equipped in implementing creative ideas into real products and in participating in the entrepreneurial process as investors.

BASIC COURSES	9
MAJOR COURSES	24
ELECTIVES	6
THESIS	6
TOTAL:	45

**Richelle P. Bundukin, PhD.**  
Chairperson, Graduate Business

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PALAWAN STATE UNIVERSITY

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### PSU Graduate School Goal

The PSU Graduate School aims for competence in advanced studies, research, extension and production, and participates in creating better alternatives responsive to the needs of society

## PROGRAM OUTCOMES

- Demonstrate knowledge and understanding of essential facts, concepts, principles, and theories related to technopreneurship.
- Integrate various technology solutions while applying theoretical principles of technology and entrepreneurship in relevant areas.
- Manifest analytical and critical thinking skills in problem solving and decision-making.
- Demonstrate teamwork, professionalism, communication and interpersonal skills as well as social and ethical considerations in accordance with ethical and legal principles.
- Manifest entrepreneurial skills.
- Develop products and/or services using technology.
- Implement effectively a proposed business plan for technology.
- Manage well-designed technology-based enterprises.



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### I - CURRICULUM

**Q1.** What is the Master of Science in Technopreneurship (MS Technop)?

**A:** The MS Technop is a new graduate degree program designed to provide students with knowledge, skills, competencies, and values to take advantage of technology in building sustainable businesses. It is entrepreneurship blended with technology innovation and start-ups. Hence, the MS Technop is an amalgam of entrepreneurship, technology commercialization and start-ups in a highly dynamic world of business.

**Q2.** What gives PSU an edge in offering MS Technop?

**A:** PSU has the advantages due to the presence of relevant delivery units and/or capable faculty members. Key delivery units include the following: Graduate School (GS) – the coordinating unit that shall also provide some instruction; Palawan International Technology Business Incubator (PITBI) – will serve as laboratory on technology business incubation and may provide linkage to other business incubators within the Philippines and abroad; College of Business and Accountancy (CBA) – will provide the business and entrepreneurship theories and practices; College of Sciences (CS) and College of Engineering Architecture and Technology (CEAT) – will provide theories and practical application of technology and scientific innovations; and University Intellectual Property Office (UIPO) – will provide knowledge and assistance regarding intellectual property rights. The different colleges have outstanding records in producing quality graduates as evidenced by the performance of their graduates in board exams.

**Q3.** Will there be a higher graduate program after completion of MS in Technopreneurship?

**A:** As a pioneering masteral program, the Doctor of Philosophy (Ph.D.) in Technopreneurship is yet to be developed. We anticipate that the MS Technop graduates may pursue doctoral level programs such as the Doctor of Business Administration (DBA) or the Doctor in Information Technology (DIT). This academic route, however, may entail some bridging courses for DIT.

**Q4.** Is it a non-thesis or a thesis program?

**A:** The MSTechnop is a thesis program. The thesis shall be taken on the 2nd year for full time students and on the 3rd year for part time students. The thesis is normally taken after all other academic requirements have been complied with including the comprehensive exam.

### II - PROGRAM OFFERING

**Q5.** How long will it take to complete the MSTechnop program if a student is full time/part time?

**A:** A full time student can complete the program within two (2) years including thesis. If a student is on a part time status, the program can be finished within three (3) years. The thesis is expected to have an applied technological orientation and/or business application.

At PSU, each semester is about 5 months with 18 weeks of schooling. The first semester starts from August, which then ends in December. The second semester is from January through May.

Courses after the 1st semester will have a seasonal offering. Minimum number of students for a block is 5 and maximum is 15.

**Q6.** How many units can be allowed for a full time/part time student to enroll?

**A:** A student on full time status is allowed to enroll up to 12 units per semester. If a student is on part time status, a maximum of 9 units can be allowed for the student to enroll per semester.

**Q7.** What is the cost per unit of enrolled subjects in the program and how much will it cost to complete the program?

**A:** One (1) unit of enrolled subject is equivalent to PHP 400.00. At the 1:50 USD to PHP exchange rate, this amount is about USD 8.00. An estimated amount of about PHP 7,000.00 to PHP 8,000.00 or USD 140.00 to USD 160.00 every semester should be allocated by a full time student to complete the program. For part time student, an estimated amount of PHP 6,500.00 to PHP 7,000.00 or USD 130.00 to USD 140.00 shall be required per semester.

This amount covers only the school matriculation and miscellaneous expenses. It does not cover the student's living expenses (such as lodging and food) and thesis-related expenses such as payment for thesis adviser, panelists, and English/language critic, among others. However, the whole amount of the program will still be dependent if a student is a regular student or an irregular one.

**Q8.** What are the academic requirements before one can enroll in the program?

**A:** The enrollees of the program are ideally business, engineering and IT graduates. These include graduates of Bachelor of Science in Business Administration, Bachelor of Science in Entrepreneurship, and other business-related bachelor's degrees.

However, there is a bridging program for non-business graduates who wish to enroll in the program. Examples are graduates of bachelor degrees related to engineering and natural sciences. The bridging courses will be comprised of 12 units (4 subjects). The bridging courses, with each subject equivalent to 3 units, are as follows: (1) TECHPRE 101 -Technopreneurship Thinking, (2) TECHPRE 102 - Market Research and Consumer Behavior; (3) TECHPRE 103 - Operations Management (TQM), and (4) TECHPRE 104 - Human Resource Management.





### Q9. How will classes be conducted?

**A:** Given the current pandemic, online classes will be the primary mode of instruction. This will be complemented by other methods of blended learning. It is possible to resume the face-to-face classes when the pandemic is over.

### Q10. Can foreign students enroll this course?

**A:** Yes. Foreign students can be accommodated to enroll in the program. However, aside from the usual admission requirements as required by the Office of Student Affairs (OSAS) and University Registrar's Office, they must also provide a certificate in English language proficiency with a level fit for graduate studies. As per university policy, foreign students are required to pay more than the local students.

### Q11. What are the enrolment procedures?

**A:** The graduate students are admitted by the OSAS. The OSAS provides the requirements such as duly accomplished application for admission form, 2 pieces 2x2 ID picture, Transcript of Records, Diploma and Honorable Dismissal, Birth Certificate, Recommendation Letter from Employer/ Supervisor/Instructor, and receipt of payment of admission fee. The payments are determined by the University Accounting Office. The enrolment is administered by the University Registrar's Office. The Office of Transnational Education (TNE) may facilitate the enrolment of overseas students.

For inquiries, interested parties may contact:

**Dr. Richelle P. Bundukin**

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0917-578-7001 or through [rbundukin@psu.palawan.edu.ph](mailto:rbundukin@psu.palawan.edu.ph)

**Dr. Michael D. Pido**

PSU Graduate School Dean  
0917-309-9940 / 0920-900-9158 or  
through [mpido@psu.palawan.edu.ph](mailto:mpido@psu.palawan.edu.ph)



### III – PSU AS DELIVERING INSTITUTION

### Q12. Who will be the teaching faculty of the program?

**A:** The professors of the program will be a combination of faculty members from within PSU and from outside academic institutions. Within PSU, the following academic units will be involved: Graduate School (GS), College of Business and Accountancy (CBA), College of Sciences (CS), and College of Engineering Architecture and Technology (CEAT). The industry and/or business practitioners from the Palawan International Technology Business Incubator (PITBI) may also teach relevant courses.

The external faculty members – who may teach in the second year - may come from partner universities within the Philippines and internationally. An academic partnership has been established with the state universities and colleges (SUCs) within the MIMAROPA region and Hanyang University (HYU) in Seoul, Republic of Korea. Industry practitioners may also teach courses including those that are affiliated with PITBI.

### Q13. What are the institutional linkages of PSU in offering this program?

**A:** The Department of Science and Technology (DOST) - MIMAROPA Region has worked closely with PSU in conceptualizing and developing this program. There were also benchmarking activities in other academic institutions. PSU has already signed a Memorandum of Understanding with the SUCs of MIMAROPA and Hanyang University in Seoul, Republic of Korea. Other collaborations are in the pipeline including collaboration with U.P. Technology Transfer and Business Development Office, Technology Park Malaysia, e3 hub, and DOST-PCIEERD.

### Palawan State University Graduate School

# FAQs

Frequently-Asked-Questions

## Master of Science in Technopreneurship (MS Technop)

These FAQs provide relevant information about the MS Technop with Certificate of Readiness and Capability to operate per CEB Resolution No. 126-2021 dated March 18, 2021 issued by the Commission on Higher Education (CHED). As a pioneering masteral degree in the Philippines, the Palawan State University (PSU) shall offer it this coming First Semester (August), School Year 2021-22



<b>COURSES NUMBER</b>	<b>COURSE TITLE</b>	<b>UNITS</b>
<b>BASIC COURSES: 9 Units</b>		
TECHPRE 200	Organization and Management with Leadership	3
TECHPRE 201	Statistical Methods	3
TECHPRE 202	Methods of Research	3

<b>MAJOR COURSES: 24 Units</b>		
TECHPRE 203	Product and/or Service Design and Development	3
TECHPRE 204	Marketing Management and E-Business	3
TECHPRE 205	Intellectual Property Rights and E-Business	3
TECHPRE 206	Strategic Management for New Ventures and Techno Firms	3
TECHPRE 207	Operations and Innovation Management	3
TECHPRE 208	Research and Development Management	3
TECHPRE 209	Financial Management	3
TECHPRE 210	Strategic: Human Resource Management	3

**ELECTIVES: 6 Units (Choose Only 2 Courses)**

ELECTIVE 1	Managing Risk & Investment Strategies	3
ELECTIVE 2	International Economics	3
ELECTIVE 3	Business Model Innovation	3
ELECTIVE 4	Principles of Economics for Entrepreneurs	3
ELECTIVE 4	International Business and Trade	3
ELECTIVE 6	Seminar on Special Topics in Technopreneurship And Internship	3

**THESIS: 6 Units**

TECHPRE 211	Techno-Business Research (Thesis)	6
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**REQUIRED COURSES FOR NON-BS ENTREP GRADUATES**

TECHPRE 101	Technopreneurship Thinking	3
TECHPRE 102	Market Research and Consumer Behavior	3
TECHPRE 103	Operations Management (TQM)	3
TECHPRE 104	Human Resource Management	3



## BASIC COURSES

### TECHPRE 200: Organization and Management with Leadership (3 units)

This course deals with the basic function of management such as planning, organizing, staffing, directing and controlling which are tasks performed by managers in all types and sizes of business and other forms of organizations. It also includes the basic concepts and theories of organizations and management practices.

### TECHPRE 201: Statistical Methods (3 units)

This course includes modern statistical theories applied to research, survey, business and industry. Topics included are from descriptive statistical tools and selected inferential statistical methods.

### TECHPRE 202: Methods of Research (3 units)

Through seminar participation and guided independent study, participants shall acquire an understanding of relevant skills necessary to successfully undertake a meaningful professional research investigation. Topics emphasize the importance of scholarly background reviews, formulating and articulating the research question, and relating the research question to available methodologies. Participants will examine the expectations of high-quality business research in the field of human resource management with focus upon qualitative inductive research methodologies, and qualitative and quantitative methods of data production and analysis.

## MAJOR COURSES

### TECHPRE 203: Product and/or Service Design and Development (3 units)

This is a project-based course that uses a learn-by-doing approach to build product and/or service design and development skills. Using design thinking tools and methods, students will uncover core user need and specify functional requirements for a new product or service. During the course, students will learn to design a product or service, the basics of human factors, allocate resources, manage product teams and conceive and implement a go to market plan for their product or service.

### TECHPRE 204: Marketing Management and E-Business (3 units)

This course is a comprehensive and practical introduction to the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs with the use of technology. Course topics include market-oriented strategic planning, marketing research and information systems, buyer behavior, target market selection, competitive positioning, product and

service planning and management, pricing, distribution, and integrated communications including advertising, internet marketing, social media, and sales promotions.

### TECHPRE 205: Intellectual Property Rights and E-Business (3 units)

This course examines the primary common law and statutory regimes which provide legal protection for knowledge creation and invention. It focuses on the principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the major issues associated with e-commerce such as security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities will be explored.

### TECHPRE 206: Strategic Management for New Ventures and Techno Firms (3 units)

This course explores strategic tools and priorities with which entrepreneurs create and sustain a competitive advantage in today's challenging and complex business environment. The course also includes growth strategy and action plans. This is to teach the student to look at long term growth strategy: vision for one year, three to five years and 10 to 25 years.

### TECHPRE 207: Operations and Innovation Management: (3 units)

This course introduces the theories and practices of operations and innovation management; examines areas including the role of innovation processes and the associated management issues, and the characteristics of innovative organizations. Topics include traditional management concerns such as organizational strategy, structure, culture, people management processes, and contemporary management issues relating to managing innovation processes that occur across knowledge domains and physical geographies. The course also covers other major strategies for innovation management such as technology protection strategy or technology deployment strategy.

### TECHPRE 208: Research and Development Management (3 units)

The purpose of this course is to apply knowledge and to practice through academic theory and case analysis to systematically and efficiently manage all the activities in R&D stages (Pre-research and development stage; R&D performance management stage; and post-research and development stage). The course will focus on the activities at each stage and discuss the basic concepts as well as case studies by industry sector. In particular, the course will encourage students to acquire practical knowledge of establishing R & D management plans through the latest cases.

### TECHPRE 209: Financial Management (3 units)

The main goal of this course is to develop a foundation of financial management concepts. This will enable the students to understand how corporations make important investment and financing decisions, and how they establish working capital

policies. This course also lays a foundation for developing an understanding of the tools that are used to value investment projects and companies (valuation), understanding the basic issues involved in how firms should raise funds for their real investments (financing), and evaluating how investment and financing decisions are related.

### TECHPRE 210: Strategic Human Resource Management (3 units)

This course explores the relationship between the management of people and pursuit of an organization's strategic goals and objectives. It emphasizes practical activities, ranging from assessment of the global economic environment and organizational culture to the analysis of competencies and the implementation of human resource decisions in a way that contributes to improved performance, productivity, and morale.

## THESIS

### TECHPRE 211: Techno-Business Research (6 units)

This course is designed to explore the entrepreneurial mindset while utilizing technology. This requires the students to prepare and implement a business plan within the context of technology. The course covers the features of a feasibility study and a business plan including marketing, operations personnel, and financial plans. Requirements in manufacturing and service sectors will be differentiated. The students shall learn to evaluate their plans and determine viability as resources are considered. This course also requires the students to actually implement their business plans. The students are expected to set up the project as a business activity where actual revenue generation can be realized.

## ELECTIVES

### Elective 1: Managing Risk and Investment Strategies

This course is specially designed for top management and decision makers in forward thinking companies to provide them tools to answer critical business questions such as: What are the risk drivers impacting our business? Which part of our business is most vulnerable? Should we expand or consolidate? How will global market forces affect us? This course provides insights, real-life cases and practical and usable financial models for managing risk and investments.

### Elective 2: International Economics

This course deals with the study of economic theories involved between or among countries, between or among regions, economic cooperation between nations as well as the economics involved when multi-national companies cross boundaries when doing business.

### Elective 3: Business Model Innovation (3 units)

This course includes analyzing existing business models, developing a business model for a new startup





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venture, and testing business model building blocks. Business model innovation is at the center of value creation, something that makes or breaks any business. An entrepreneur should have the ability to develop a scalable business model.

### **Elective 4: Principles of Economics for Entrepreneurs (3 units)**

Students shall learn theories of major areas of economics that are relevant to technology management so that they can gain an understanding of technology management from an economic perspective. In particular, it is important to understand firms' production activities (centering on production/cost/supply curves), consumer choice (centering on consumer utility/demand curves), and pros and cons of government interventions. In addition, students will be able to understand and apply technology and economics comprehensively by presenting specific cases related to technology management directly to the major contents of production, consumption, policy, and market structure.

### **Elective 5: International Business and Trade: (3 units)**

This course provides an overview of the environment, concepts, and basic differences involved in international business. Topics include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organizations, multinational corporations, personnel management, and international marketing.

### **Elective 6: Seminar on Special Topics in Technopreneurship and Internship: (3 units)**

The course will enable creativity, group participation, and experiential learning among students by exposing them to experiences and best practices of distinguished industry speakers and faculty experts who take students through specialized topics related to technopreneurship and innovation. Included as a requirement in the course is a three-month internship in a tech start up for students to get ideas for their business plans (thesis). A two-day day bootcamp (weekend) will also be conducted with entrepreneurs or aspiring entrepreneurs outside the University and get the students to pitch their ideas. This will get people to join the team. The team subsequently pitches at the end of the boot camp.

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## **Required Courses for Non BS in Entrepreneurship Graduates**

### **TECHPRE 101: Technopreneurship Thinking (3 units)**

This course provides the psychology of entrepreneurship necessary to understand the entrepreneurial approach to business and the tools required to function effectively in an R&D environment such as development of entrepreneurial mindset or competence. The study on entrepreneurship thinking has been gaining traction over the years and every prospective entrepreneur should learn how successful entrepreneurs think, make decisions, and evaluate opportunities.

### **TECHPRE 102: Market Research and Consumer Behavior: (3 units)**

This course addresses the use of marketing research as an aid to making decisions; specifically, it deals with how the information used to make marketing decisions is gathered and analyzed. The course also includes the following topics: consumer attitudes, motivations and reactions to markets, and drawing on theories related to marketing, economics, and psychology.

### **TECHPRE 103: Operations Management (TQM): (3 units)**

This course is designed to provide students with a general overview of quality management. Students will learn the various components and features unique to total quality. Course content will include philosophy of quality, statistical process control tools for problem solving, fitness for use criteria, steps to statistical based management, data collection, team building, and employee management strategies. Operations Management provides an umbrella under which everyone in the organization can strive and create customer satisfaction at continually lower real costs. It is a management strategy aimed at embedding awareness of quality in all organizational processes which is widely used in manufacturing, education, government, and service industries.

### **TECHPRE 104: Human Resource Management: (3 units)**

This course deals with the study of the nature, scope, role, and functions of people management in various types of organization. Topics include the principles and major functions of personnel management with special emphasis on the administration of salaries, wages, appraisal of work performance and the procedures used in recruiting, seeing, placing, and maintaining an effective and cooperative workforce.



Palawan State University Graduate School



## **Master of Science in Technopreneurship**

COURSE DESCRIPTIONS

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