



Republic of the Philippines  
OFFICE OF THE PRESIDENT  
**COMMISSION ON HIGHER EDUCATION**

**MEMORANDUM FROM THE CHAIRPERSON**

**FOR : Presidents/Heads of Public and Private Higher Education Institutions  
Offering Business Administration and Information Technology  
Programs  
CHED Regional Directors**

**SUBJECT : SPECIAL TRAINING PROGRAM IN BUSINESS ANALYTICS UNDER  
THE CHED FACULTY DEVELOPMENT PROGRAM**

**DATE : May 18, 2015**

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The Commission on Higher Education is implementing a **Special Training Program on Business Analytics** as part of the CHED Faculty Development Program to commence this second quarter of 2015. This training program will focus on the enablement of faculty members to teach undergraduate and graduate courses in Analytics, specifically for courses under the Business Administration and Information Technology programs with specialization track in Business Analytics as provided in CHED Memorandum Order No. 11, Series of 2013 and CHED Memorandum Order No. 12, Series of 2013. The training components include trainers training or evangelists training, training of teachers, and on-line analytics course.

The Special Training Program in Business Analytics shall cover the following fundamental courses:

- a) **For Business Administration**, the five courses are Business Analytics; Data Warehousing; Descriptive Analytics; Predictive Analytics and Prescriptive Analytics.
- b) **For Information Technology**, the five courses are Business Analytics; Enterprise Data Management; Analytics Modeling; Analytics Techniques and Tools; and Analytics Application.

The Trainers Training and the Teachers Training program component will have a duration of five (5) days for each course. The faculty applicant must be currently teaching in a public or private higher education institution and handling courses related to business analytics course. Faculty members from sending higher education institution (SHEI) who are planning or willing to offer the Business Analytics track may also participate in the trainings.

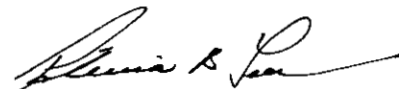
CHED shall shoulder the cost of the training of faculty participants to include expenses for tuition fee, course materials and meals during the training.

The following are the CHED approved delivering higher education institutions (DHEIs) which will offer the Special Training Program:

- a) **For Business Administration:** University of Northern Philippines, Bulacan State University, University of Batangas, Ateneo de Naga University, Central Philippine University, University of San Carlos, Ateneo de Zamboanga University, Xavier University, University of Mindanao, Ateneo de Manila University, Centro Escolar University, De La Salle University, University of Santo Tomas, University of the East, and Saint Louis University.
- b) **For Information Technology:** St. Mary's University, Angeles University Foundation, Ateneo de Naga University, University of Negros Occidental-Recoletos, Cebu Institute of Technology-University, University of the Philippines Cebu, Ateneo de Zamboanga University, Mindanao State University-Iligan Institute of Technology, Ateneo de Davao University, Notre Dame of Marbel University, Asia Pacific College, Ateneo de Manila University, De La Salle University, and University of the Cordilleras.
- c) **For On-line Analytics Courses in Business Administration and Information Technology:** University of the Philippines Open University (UPOU)

Interested faculty members may directly coordinate with the DHEIs regarding the details and the nature of the training, and the application procedures and requirements.

For immediate and wide dissemination.



**PATRICIA B. LICUANAN, Ph.D.**  
Chairperson