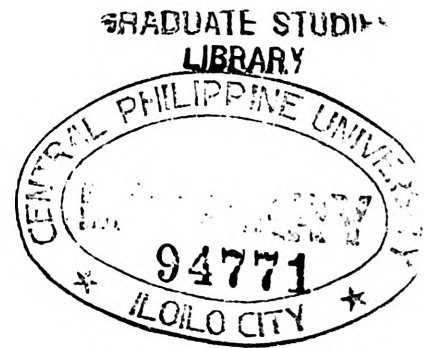


**CENTRAL PHILIPPINES UNIVERSITY  
SCHOOL OF GRADUATE STUDIES**  
Jaro , Iloilo, Philippines

**A Proposal on the Integration of  
Engineering and Business**  
*(A curriculum development Study)*

***SPECIAL PROBLEM***



**PRESENTED TO  
ENGR. JOHN DANDEE D. HECHANOVA  
PROFESSOR / ADVISER, SPECIAL PROBLEM  
CENTRAL PHILIPPINE UNIVERSITY**

**In Partial  
Fulfillment of the Requirements  
For the Degree of Masters of  
Mechanical Engineering**

**DANY KIRIT SANTILLAN**

**October 16, 2002**

**A Proposal on the Integration of Engineering and Business**  
*(A curriculum development Study)*

Prof. John Dandee D. Hechanova\* Dany K. Santillan\*\*

Prof. Walden S. Rio\*\*\*

School of Graduate Studies  
Central Philippine University  
Jaro, Iloilo City, Philippines

**ABSTRACT**

This work is focused on integrating a business component in computer engineering undergraduate curriculum program. It comprises the current course offerings and how they reflect in the perception of the ever – changing environment. Emphasis is given to a new program that provides advanced knowledge, technical orientation, commercial awareness and effective participation in an integrated team.

Engineering education is being reassessed in many countries, due to the pressures of the new global economies, changes in the profession, the imminent of IT & T revolution, the importance of sustainable development, declining community perception of engineering as a career and the need of higher degree qualification. Traditional engineering courses produce graduates to lead the profession in its involvement with the great social, economic, environmental and cultural involvement, partnerships and diversity of courses for increased industrial competitiveness into the next century.

Now is the appropriate time to consider the roles of colleges of engineering in these programs and to envisage their future directions. The courses currently offered in the colleges do not meet the needs of client groups. Future direction is focused in the development of the expensive coursewares

required for the delivery of quality programs by alternative modes. Engineering graduates, however, should be technically oriented, should have sound commercial awareness and must have the ability to participate effectively as part of an integrated management team.

Integrating business awareness in undergraduate engineering studies program opens greater opportunities for engineers to achieve financial independence, and provides the opportunities to train a new breed of engineers with business entrepreneurship who can take on new challenges in the next century. This paper will present a curriculum program that will address these needs.

---

\* Adviser, Special Problem  
\*\* Researcher / Candidate, Master of Engineering  
\*\*\* Over-all Special Problem Coordinator