

Feasibility Study for the Offering of BS Accountancy for AY 2008 — 2009

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Background of the Study

Accounting is a broad field of knowledge and has a great demand in the market. Aside from this, a private practitioner in this field has the chance of earning a big amount of money because of the high demand for the services of an accountant. The services which they can render involve general or financial accounting, auditing management advisory services or management accounting, tax accounting, accounting system, government accounting, accounting education or instruction, cost accounting and internal accounting. A full-fledged accountant can both be employed and at the same time be gainfully self-employed. Those who wanted to be an accountant have to enroll in the Bachelor of Science in Accountancy. Since, Guimaras State College has opened the School for the Business Administration in 2005, the number of enrolment kept on increasing. It was also observed that those students who wanted to enroll in the school of Business Administration got high scholastic average suited for the BS in Accountancy. Presently, the GSC school of BSBA has the pool of accountants who are already teaching the accounting subjects of BSBA major in Entrepreneurship and Management Accounting, thus, the augmentation in the teaching force for the BS Accountancy is very minimal.

I. Marketing Aspect

The Guimaras State College started as a secondary school in 1964 and in 1930 it offered post-secondary trade and technical courses and later in 1994 it became Guimaras Polytechnic College through RA 7944. Guimaras State College has 100 faculty members 59 are permanent, 30 are contractual and 11 part timers. Faculty members teach general and professional subjects on the following courses offered by the college namely: Bachelor in Elementary Education Bachelor in Secondary Education with majors in English and Math, Bachelor in Industrial Technology with specializations in Automotive, Auto-Diesel Technology, Electricity, Garments and Foods, Bachelor of Science in Information Technology and Bachelor in Commerce majors in Management Accounting and Entrepreneurship in the School of Business administration.

Presently, the college caters to 839 enrolled college students in the main campus and 444 college students in the Mosqueda Campus and 555 for the Basic Education Department broken into 455 for secondary and 50 for the elementary.

Competitive Recruitment

The incoming freshmen BS Accountancy students will pass the competitive oral and written admission test, physical admission test and requirements relative thereto and must submit proof of highschool graduation or credentials from secondary school wherein the student finished secondary education.

Definition of the Target Market

The target market of the new program offering will be all the graduating high school students from the public schools in the whole island province of Guimaras. Although Guimaras belonged to one of the depressed provinces in the country but we cannot deny the fact that these students have big dreams for their future. With the correct encouragement, information drive and available facilities such as a school like GSC offering BS Accountancy, they will be encouraged to enroll in this course.

Projected Market Share

For assumption purposes, it is estimated that only 53 out of 1,757 of the secondary high school graduating students, by March 2007, with a conservative estimate that 3% of them will enroll in the BS Accountancy offering by AY 2008-2009.

Marketing/Recruitment Scheme

The BS Accountancy offering will be marketed through an extensive campaign during the Annual Career Guidance program of the GSC Student Services to all graduating students of all the secondary schools in Guimaras. Posted advertisement will be placed at the different port of entry/exit in the island of Guimaras such as in Parola and Ortiz Wharfs, and in local government offices. A thorough program offering campaign to the community will be included in all available avenues of the GSC varied activities and undertakings.

II. Organizational Aspect

The BS Accountancy will be one of the offerings of the School of Business Administration headed by a Chair with the following qualifications:

- Holder of a CPA certificate issued by the Professional Regulation Commission;
- Teaching experience of at least five (5) year in the tertiary level, and preferably two (2) years of administrative; and
- Holder of at least a master's degree in business, accountancy, business education, or educational management.

The faculty should possess the educational qualifications, professional experience, classroom teaching ability, computer literacy, scholarly productivity, and other attributes for the successful conduct of a professional accounting program.

The number of faculty with appropriate qualifications should be adequate to meet the requirements of the professional accounting program.

The BS Accountancy faculty will be directly under the Chair for Accountancy Program closely monitored by the Dean of the School of Business Administration who is responsible to the Vice President for Academic Affairs. Staff support for BS Accountancy faculty will be provided by the existing staff of the school of Business Administration.

Faculty and staff compensation follows approved compensation program of the college computed as to academic rank and units load for permanent faculty members and part timers, respectively. Contractual hiring of teachers for subjects requiring expertise is computed as to the prevailing compensation of contractual teacher.

There should be a formal development program to encourage and help faculty members keep up with new knowledge and techniques in their field, improve their teaching skills and course materials, and continue their professional growth. The primary consideration in assigning teaching loads should be the faculty member's capability to adequately fulfill his/her academic, administrative, and professional responsibilities.

III. Financial Aspect

Enrollment Assumptions

The initial enrollment of the BS Accountancy offering will be 108 students representing 3% of the 16 secondary graduating students by March 2008 and a conservative increase of 5% of enrollment for the next five years is projected (table 2).

Five Years Projected Cash Flow

The BS Accountancy offering will be based on a Php 125.00 per unit computation for tuition fee to be utilized for the salaries of faculty teaching under the BS Accountancy program while miscellaneous or fiduciary fees collections coming from this are automatically remitted and utilized for the purposes they are identified prior to collection.

Table 3
Income from Tuition Fees for the next Five Years

Academic Year	Total Enrollment	Tuition & Miscellaneous Fee Approx. P5,000.student/sem w/ 10% increase per year)	Income
2008-2009	53	5,000.00	265,000.00
2009-2010	109	5,500.00	599,500.00
2010-2011	165	6,050.00	998,250.00
2011-2012	221	6,655.00	1,470,755.03
2012-2013	277	7,320.50	2,027,775.50

Profitability Analysis

Profit will be treated as to liquidity of the school's operationalization based on the number of students enrolled multiplied with a regular student load of 22 units per student at Php 125.00/ unit. Income derived from tuition will be utilized for salaries of faculty. Only salaries of instructors teaching accounting and management subjects will be taken from tuition fees collected from BS Accountancy students. general education subjects will be handled by the existing faculty manpower of the college. other miscellaneous fees collected will be utilized as to the purposes identified for its collection.

IV. Technical Aspect

The BS Accountancy houses an office for the school dean, assistant dean and staff and faculty room for its faculty. Classrooms are equipped with adequate chairs, instructor's podium/table, white/black boards, well lighted and ventilated. the mission of professional accounting education is to prepare students for careers in accounting and to make them ready to deal effectively with the problems they will face as professional accountants and responsible citizens. Professional accountants and responsible citizen. Professional accounting education should provide a means for students to acquire the knowledge, proficiency, and intellectual abilities to provide services of the minimum scope and quality which the public needs and has a right to expect from an entry level professional accountant; and the capacity to grow and develop into a fully qualified professional accountant able to function in a global economy.

The curriculum reflects the mission and objectives of professional accounting education. It provides students with the competency to embark upon careers in professional accounting and related fields and the capacity for further growth and development within the accounting profession.

The curriculum consists of at least 174 academic units divided into three (3) parts: general education; business education; and education in accountancy.

The New General Education Curriculum as mandated by CHED shall form part of the requirements for accounting education. General education should contribute to the development of cultured persons, stimulated by broad interest in wide areas of human knowledge and activity and inculcated with a high sense of social awareness and civic responsibility.

The increasing involvement of public accountants in management advisory services and the significant management responsibilities held by internal accountants underscore the importance of business education to the professional accountant. Students should be able to relate accounting to the problems that confront management of business and public enterprises.

Accountancy education should furnish students with sufficient depth and breadth in the accounting discipline to enable them to recognize the problems they will face as professional accountants and to provide them with the appropriate attitude, and skills useful in solving these problems.

The standards are intended to be flexible rather than restrictive. They provide a general framework within which each institution should design and develop a curriculum in the context of institutional strength, priorities, and commitment.

The institution may enrich the sample/model program- of study depending on the needs of the times, provided that all prescribed courses/competencies required in the curriculum outline are offered and pre-requisites and co-requisites are observed.

Faculty members teaching General Education courses shall have at least master's degree in their field of specialization. Faculty members teaching Business Education courses shall have at least master's degree in Business, Finance, Management or Educational Management. Faculty members teaching Accountancy Education courses shall have at least a three (3) years teaching experience, preferably a licensed and practicing CPA for five (5) years;

The BS Accountancy program under the School of Business Administration should undertake research and operate with a competent and qualified research staff which may be shared with other units in the College. The competence of the research staff may be judged by the scholarly output of their work.

The School of Business Administration offering BS Accountancy programs should form themselves into a network or to go into a consortium arrangement to be able to share available resources.

The graduates of Bachelor of Science in Accountancy must possess the following competencies:

- The necessary conceptual, philosophical, and theoretical foundations of the profession;
- Knowledge of the basic principles, practices, and methodologies of the profession; and
- The professional and educational skills, attitude competencies, values, and behavioral attributes of the professional accountant.

Graduates of BS Accountancy should be capable of passing the CPA licensure examinations. This standard requirement should not be interpreted as favoring academic programs narrowly designed to coach candidates for such examination.

Graduates of BS Accountancy should be capable of working effectively as entry-level professional accountants and should have the capacity for growth to positions of increased responsibility. The college shall at all times maintain high standards of instruction. A system of supervision shall be instituted and implemented for the purpose of evaluating teachers's competence. Class size should preferably not exceed forty (40) students. if an exception cannot be avoided for lecture classes in professional accounting or board - related subjects, the number may be increased to no more than fifty (50) students depending on the size of room and its acoustics.

The standards of admission to, and retention in the accounting program, should be sufficiently rigorous and demanding to meet the needs of the profession and merit the respect of the public.

No BS Accountancy degree can be conferred upon a student unless he/she has taken the last curriculum year of the program in the institution which is to confer the degree.

No student should be permitted to take any subject until he has satisfactorily passed the prerequisite subjects. A student shall be allowed to carry only the regular semestral load of the school as allowed by CHED.

Qualified library personnel preferably a registered librarian with master's degree and one full time professional librarian a ratio of one (1) full - time librarian for every 1,000 students with a ratio of 1 librarian to 2 staffclerks including an updated library hoidings with the existing curricular offerings with basic collection authored by local and foreign authors and a built-in internet access within the library

V. Socio - Economic Aspect

BS Accountancy graduates could be employed as entry level professional accountants after passing the CPA licensure examination in either government or private organizations.

Additional course offering means growth for the college in terms of enrolment, update facilities and upgrading of its existing faculty and staff. Noteworthy is that Guimaras State College will be creating jobs for qualified professionals and career/job opportunities for the youths of Guimaras.

The Guimarasnons are assured of finishing a four year degree course at the least expense. Students enrolled in colleges and universities in Iloilo coming from Guimaras has to pay for higher board and lodging, transportation expenses and brave crossing Iloilo and Guimaras than their counterpart who are enrolled in Guimaras State College.

Guimaras is an emerging province with a steady and fast growth of small and medium industries; and the increasing need of servicing accountants for private enterprises within the province is filled by accountants coming from neighboring provinces.

VI. Findings and Recommendations

Findings

The study revealed:

- That there is a total of 53 initial enrollees to open the course by June 2008;
- Students coming from the municipalities of Nueva Valencia, Jordan and Sibunag had claimed that GSC Main Campus is inaccessible thus they prefer to enroll in Iloilo;
- The GSC has enough existing library holdings for general education subjects and some professional subjects of BS Accountancy;
- The GSC community is highly supportive to the offering of BS Accountancy;
- The present faculty roster of the School Business Administration has three (3) practicing accountants and regular members of the PICPA;
- Majority of the GSC faculty are holders of master's degree in Educational Management, Administration, and Business who are qualified to teach some of the Business Education courses specifically the management subjects;
- The emerging and steady growth of small and medium scale industries needing the services of accountants is increasing and foreseen to double in the next five years;

Recommendations

Based on the findings of the study, the following were the recommendations:

- There is enough enrollees to open the course by June 2008;
- Intensify enrollment campaign to attract and get the most qualified students;
- Students coming from the municipalities of Nueva Valencia, Jordan, Sibunag and far places can board and lodge within the immediate vicinity of Guimaras State College since there are enough existing boarding houses;
- A prearranged regular transportation to ferry students from Mosqueda Campus and main Campus will be instituted to assist students coming from the municipalities of Nueva Valencia, Jordan, Sibunag and portions of San Lorenzo;
- Put up a college dormitory for students having night classes and in anticipation of the enrollment growth of students coming from far places;
- Hire part time professors to augment the existing faculty in the School of Business Administration to teach accountancy subjects;
- Provision of budgetary allocation for building, equipment and facilities.
- Administration of the program should meet the minimum standard requirements as set for in CHED Memorandum Order No. 26, series of 2001.