



# MABALACAT CITY COLLEGE

INSTITUTE OF ARTS AND SCIENCES

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for **PURPOSIVE COMMUNICATION – ENG101**



**VISION:** Mabalacat City College envisions itself to be the top choice in the community it serves for quality education and training by 2025.

**MISSION:** The Mission of Mabalacat City College is to meet the needs of its community as a center for learning aiming for open admission policy.

## COURSE DESCRIPTION:

Purposive Communication is writing, speaking, and presenting to a different audience for various purposes. It is a three-unit course that develops students' communicative competence, and cultural and intercultural awareness through multimodal tasks that provide opportunities for effective and appropriate communication to a multicultural audience in both local and global contexts. It equips students with tools for the critical evaluation of a variety of texts and focuses on the power of language and the impact of images to emphasize the importance of responsibly conveying messages. The knowledge skills and insights that students gain from this course may be used in their other academic endeavors, their chosen disciplines, and their future careers as they compose and produce relevant oral, written audio-visual, and/or web-based output for various purposes.

## PROGRAM INTENDED LEARNING OUTCOMES (PILO)

**Bachelor of Secondary Education Major in Sciences (CMO No. 75, Series of 2017)**

At the end of this program, graduates will have the ability to:

- Demonstrate deep understanding of scientific concepts and principles
- Apply scientific inquiry in teaching and learning
- Utilize effective science teaching and assessment methods

**PRE-REQUISITE:** None

**NUMBER OF UNITS:** 3 Units Lecture

## COURSE INTENDED LEARNING OUTCOMES:

### Knowledge

1. Describe the nature, elements, and functions of verbal, and non-verbal communication in various multicultural contexts
2. Determine culturally appropriate terms, expressions, and images
3. Evaluate multimodal texts critically to enhance receptively (listening, reading, viewing) skills;





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4. Explain how cultural and global issues affect communication
5. Summarize the principles of academic text structure.

### Skills

1. Convey ideas through oral, audio-visual, and/or web-based presentations for different target audiences in local and global settings using appropriate registers
2. Create clear, coherent, and effective multi-modal communication materials
3. Present ideas persuasively using appropriate language registers, tone, facial expressions, and gestures
4. Write and present academic papers using appropriate tone, style, conventions, and reference style.

### Values

1. Adopt awareness of audience and context in presenting ideas
2. Appreciate the differences in the varieties of spoken and written English
3. Appreciate the impact of communication on society and the world
4. Respect cultural and intercultural differences through awareness and sensitivity in the communication of ideas

## COURSE OUTLINE

WEEK	INTENDED LEARNING OUTCOMES (ILO)	TOPIC	TEACHING & LEARNING MATERIALS <i>(with references following OER plagiarism and IPR policies)</i>	ASSESSMENT TASK (Requirements with schedule or time allotment)	SDG COHERENCE
1	Describe the nature elements, and functions of verbal and non-verbal communication in various multicultural contexts	<b>MODULE NO. 1</b> (Most Vital Content Knowledge) <b>THE COMMUNICATION PROCESSES</b> Communication  Types of Communication	Weekly uploaded MCC-produced instructional material/module prepared by the Institute of Arts and Sciences, (IAS)  Sy Gaco, S. B. (2018). Principles & Competencies in Purposive Communication. Quezon City: Great Books Trading.  Capacity-Building on the Teaching of General Education Courses: Alignment of  GE Syllabi with PPST 2019	Answer the following questions and upload them to your MS Team group.  <b>SELF-EVALUATION # 1</b> 1. How is your communication skill in English? Rate it from 1 to 5, with 5 being the highest, and explain why you rated your communication skill so. 2. If you rated yourself 3 or lower, what do you think you need	<b>SDG No. 4</b>  Provide Quality Education





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	Identify the appropriate language register to be used in certain situations.	Types of Non-Verbal Communication Five Theories of Non-Verbal Communication  The Cyclical Flow of the Communication Process	Management Study Guide. (2020). <i>Communication Theory</i> . Retrieved: <a href="https://www.managementstudyguide.com/communication-theory.htm">https://www.managementstudyguide.com/communication-theory.htm</a>	improvements? How will you address such needs to improve? 3. Which of the principles should we never violate at all cost? Why  <b>ASSESSMENT # 1</b> Non-Verbal Forms of Communication	
2		<b>THE PRINCIPLES of COMMUNICATION</b>  Communication Ethics  What is Ethics?  What is Communication Ethics?  The Truth Standard Ethical Issues in Communication	<a href="https://www.managementstudyguide.com/">https://www.managementstudyguide.com/</a> <u>Google Images</u>  <a href="https://www.youtube.com/watch?v=4Z1Bleje_ko&amp;list=RDLVCSiGs2Fnu38&amp;index=12">https://www.youtube.com/watch?v=4Z1Bleje_ko&amp;list=RDLVCSiGs2Fnu38&amp;index=12</a>  <a href="https://www.youtube.com/watch?v=QGTn1PZbKzw&amp;list=RDLVCSiGs2Fnu38&amp;index=20">https://www.youtube.com/watch?v=QGTn1PZbKzw&amp;list=RDLVCSiGs2Fnu38&amp;index=20</a>	<b>REFLECTION # 1:</b> Cite 1 an Ethical Issue in Communication you have experienced or you witnessed. Explain and Upload your answer on your MS Team group.  <b>SELF-EVALUATION # 2</b> Explain why people find it hard to communicate the following: truth, emotions, anger, disappointment	<b>SDG No. 5.</b>  Enforce Gender Equality





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3		<p><b>MODULE NO. 2</b></p> <p><b>COMMUNICATION AND GLOBALIZATION</b></p> <p>Global Communication</p> <p>Views on Globalization</p>	<p>SyGaco, S. B. (2018). <i>Principles &amp; Competencies in Purposive Communication</i>. Quezon City: Great Books Trading.</p> <p>Metcalf, T. (2014). <i>The Global Guide to Hand Gestures</i>. Retrieved: <a href="https://www.telegraph.co.uk/travel/news/A-global-guide-to-hand-gestures/">https://www.telegraph.co.uk/travel/news/A-global-guide-to-hand-gestures/</a></p> <p>Appiah, A. (2005). <i>Cosmopolitanism – Ethics in a World of Strangers</i>. Penguin Books</p> <p>Thompson, J. (1995). <i>Media and Modernity– ch. 5 'The Globalization of Communication</i></p> <p>YouTube. (2013). <i>Globalization explained</i>. Retrieved from: <a href="https://www.youtube.com/watch?v=JJOnFD19eT8">https://www.youtube.com/watch?v=JJOnFD19eT8</a></p> <p>YouTube. (2015). <i>What is globalization?</i> Retrieved: <a href="https://www.youtube.com/watch?v=xPD477FuqtY">https://www.youtube.com/watch?v=xPD477FuqtY</a></p>	<p><b>ASSESSMENT # 2</b></p> <p>Global Communication</p> <p><b>SELF-EVALUATION # 3</b></p> <p>Explain your views on globalization and how globalization has affected your family and personal life. Identify at least three minimum effects of globalization to you.</p>	<p><b>SDG No. 4</b></p> <p>Provide Quality Education</p>
4	<p>Appreciate the impact of communication on society and the world.</p>	<p>Tracing the history of the globalization of communication</p> <p>Impacts of Globalization on Communication</p>	<p>YouTube. (2016). <i>Cultural Diversity Examples Avoid Stereotypes while communicating</i>. Retrieved: <a href="https://www.youtube.com/watch?v=mfwkbuEeTSw">https://www.youtube.com/watch?v=mfwkbuEeTSw</a></p> <p><a href="https://www.timetoast.com/timelines/major-events-in-globalization">https://www.timetoast.com/timelines/major-events-in-globalization</a></p>	<p><b>SELF-EVALUATION # 4</b></p> <p>Class Sharing –</p> <ol style="list-style-type: none"> <li>How do I check my personal stereotypes against the following: Members of the LGBTQA++, PWDs, Elderly et.al.</li> <li>What steps may I take to check my prejudices/personal biases? Suggest 5 concrete steps to undertake.</li> </ol>	





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5	Explain the positive and negative impacts of globalization to communication	Impacts of Globalization on Global Communication	<a href="https://bizfluent.com/info-8232542-effects-globalization-global-communication.html">https://bizfluent.com/info-8232542-effects-globalization-global-communication.html</a>		
6	Enumerate benefits of Globalization	Why the world is a Global Village			
7	Explain how Cultural and Global issues affect communication . Determine culturally appropriate terms, expressions, and images (sensitivity to gender, race, class, etc.)  Adopt cultural and intercultural	<b>MODULE NO. 3</b>  <b>LOCAL AND GLOBAL COMMUNICATION IN CULTURAL SETTING</b>  <i>Obstacles in Intercultural Communication</i>	<p>Businesstopia. (2020). <i>Cultural Barriers to Communication</i>. Retrieved: <a href="https://www.businesstopia.net/communication/cultural-barriers-communication">https://www.businesstopia.net/communication/cultural-barriers-communication</a></p> <p><i>The Danger of a Single Story</i>: Chimamanda Ngozi Adichie - TED Talks</p> <p>SyGaco, S. B. (2018). <i>Principles &amp; Competencies in Purposive Communication</i>. Quezon City: Great Books Trading.</p> <p>Morgan, P. (2016). Language Registers. Retrieved from: <a href="https://slideplayer.com/">https://slideplayer.com/</a></p> <p><a href="https://www.roberthalf.ca/en/blog/the-future-of-work/how-has-your-generation-changed-workplace-communication">https://www.roberthalf.ca/en/blog/the-future-of-work/how-has-your-generation-changed-workplace-communication</a></p> <p><a href="https://www.cartoonstock.com/directory/c/communication_failure.asp">https://www.cartoonstock.com/directory/c/communication_failure.asp</a></p>	<b>ASSESSMENT # 3</b> Obstacles in Intercultural Communication	<b>SDG No.</b>  5. Enforce Gender Equality





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	awareness and sensitivity in the communication of ideas				
8	Describe the nature elements, and functions of verbal and non-verbal communication in various multicultural contexts	<p><i>Relationships: Norms &amp; Roles</i></p> <p><i>Varieties of Registers of Spoken and Written Language</i></p>	<p><a href="https://whatsthepont.blog/2012/06/23/my-epic-communication-fail-the-4-foot-post-story/">https://whatsthepont.blog/2012/06/23/my-epic-communication-fail-the-4-foot-post-story/</a></p>		
9	<b>MIDTERM EXAMINATION</b>				
10	Evaluate multimodal text critically to enhance receptive (listening, reading, viewing) skills.	<p><b>MODULE NO. 4</b></p> <p><b>EVALUATING MESSAGES AND IMAGES OF DIFFERENT TYPES OF TEXTS</b></p>	<p>SyGaco, S. B. (2018). <i>Principles &amp; Competencies in Purposive Communication</i>. Quezon City: Great Books Trading.</p> <p>Inquire. (2020). <i>Evaluating Media Messages</i>. Retrieved from: <a href="http://thoughtfullearning.com/inquireHSbook/pg240">http://thoughtfullearning.com/inquireHSbook/pg240</a></p> <p><a href="https://www.youtube.com/watch?v=4Z1Bleje_ko&amp;list=RDLVCSiGs2Fnu38&amp;index=12">https://www.youtube.com/watch?v=4Z1Bleje_ko&amp;list=RDLVCSiGs2Fnu38&amp;index=12</a></p>	<p><b>SELF-EVALUATION # 5</b></p> <p>Multi-Media Evaluation of social media accounts, films, TV advertisements, online games</p>	







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		<i>Understanding the Communication Situation</i>	<a href="https://www.youtube.com/watch?v=4Z1Bleje_ko&amp;list=RDLVCSiGs2Fnu38&amp;index=12">https://www.youtube.com/watch?v=4Z1Bleje_ko&amp;list=RDLVCSiGs2Fnu38&amp;index=12</a>		
11	Convey ideas through oral, audio-visual, and/or web-based presentations for different target audiences in local and global settings using appropriate registers.	<i>The Multi-Modal/Media Evaluation</i>  <i>Purpose of Media Messages</i>	<a href="http://thoughtfullearning.com/inquireHSbook/pg240">http://thoughtfullearning.com/inquireHSbook/pg240</a>  <a href="https://www.cliffsnotes.com › principles-of-management">https://www.cliffsnotes.com › principles-of-management</a>  <a href="https://pressbooks.howardcc.edu/criticalreadingcriticalwriting/chapter/232/">https://pressbooks.howardcc.edu/criticalreadingcriticalwriting/chapter/232/</a>	<b>CREATIVE PRESENTATION</b> Present common media messages and explain the purpose as to its message and target audience.	
12	Adopt awareness of audience and context ideas in different multi-modal forms of communication s.	<i>Purpose of Multi-Modal/Media Messages</i>  <i>Types of Multi-Modal Texts</i>	<a href="https://leverageedu.com/blog/modes-of-communication/">https://leverageedu.com/blog/modes-of-communication/</a>  <a href="https://ncca.gov.ph/about-ncca-3/subcommissions/subcommission-on-cultural-disseminationscd/communication/government-media-rewriting-their-image-and-role/">https://ncca.gov.ph/about-ncca-3/subcommissions/subcommission-on-cultural-disseminationscd/communication/government-media-rewriting-their-image-and-role/</a>		





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<p><b>13</b></p>	<p>Convey ideas through oral, audio-visual, and/or web-based presentations for different target audiences in local and global settings using appropriate registers</p> <p>Adopt awareness of audience and context in presenting ideas using communication aids and strategies</p>	<p><b>MODULE NO. 5</b></p> <p><b>COMMUNICATION AIDS AND STRATEGIES</b></p> <p>Visual Aids and Types of Visual Aids</p> <p>Presentation of Visual Aids</p> <p>Other Electronic Media</p>	<p>Ronald Brian Adler, George R. Rodman <i>Understanding Human Communication</i> Edition 9, Oxford University Press, 2006 ISBN 0195178335, 9780195178333</p> <p>SyGaco, S. B. (2018). <i>Principles &amp; Competencies in Purposive Communication</i>. Quezon City: Great Books Trading.</p> <p>Wood, J. (1997). <i>Communication in our lives</i>. Boston, MA: Wadsworth.</p> <p><a href="http://156704565662685590.weebly.com/modelingobservational-conditioning.html">http://156704565662685590.weebly.com/modelingobservational-conditioning.html</a></p> <p><a href="https://store.schoolspecialty.com/OA_HTML/ibeCCtPltmDspRte.jsp?misite=10224&amp;item=3412257">https://store.schoolspecialty.com/OA_HTML/ibeCCtPltmDspRte.jsp?misite=10224&amp;item=3412257</a></p> <p><a href="https://www.teacherph.com/developing-teachers-personality/">https://www.teacherph.com/developing-teachers-personality/</a></p> <p><a href="https://davidneat.wordpress.com/methods/working-in-scale/">https://davidneat.wordpress.com/methods/working-in-scale/</a></p>	<p><b>ASSESSMENT # 4</b></p> <p>Visual Aids, Types,</p> <p><b>CREATIVE PRESENTATION</b></p> <p>Use electronic media and demonstrate its use in various entrepreneurial platforms.</p>	
<p><b>14</b></p>	<p>Convey ideas for different target audiences in local and global settings using</p>	<p><b>MODULE NO. 6</b></p> <p><b>COMMUNICATION FOR VARIOUS PURPOSES</b></p> <p>Informative</p>	<p>Sy Gaco, S. B. (2018). <i>Principles &amp; Competencies in Purposive Communication</i>. Quezon City: Great Books Trading.</p> <p>TED. (2013). <i>Every kid needs a champion</i> - Rita Pierson. Retrieved from: <a href="https://www.youtube.com/watch?v=SFnMTHhKdkw">https://www.youtube.com/watch?v=SFnMTHhKdkw</a></p>	<p>Present a 2-minute persuasive speech whose purpose is why to encourage or discourage a certain business venture.</p>	<p><b>SDG No. 4</b></p> <p>Provide Quality Education</p>







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	<p>appropriate registers.</p> <p>Create clear, coherent, and effective communication materials;</p> <p>Present ideas persuasively using appropriate language registers, tone, facial expressions, and gestures</p>	<p>Persuasive Argumentative</p>	<p>TED. (2013). Grit: the power of passion and perseverance - Angela Lee Duckworth. Retrieved from: <a href="https://www.youtube.com/watch?v=H14bBuluwB8">https://www.youtube.com/watch?v=H14bBuluwB8</a> for Informative</p> <p><a href="https://www.youtube.com/watch?v=JGdS8ts63Ck">https://www.youtube.com/watch?v=JGdS8ts63Ck</a></p> <p><a href="https://www.youtube.com/watch?v=Tuw8hrFBH8">https://www.youtube.com/watch?v=Tuw8hrFBH8</a> Steve Jobs</p> <p><a href="https://www.youtube.com/watch?v=DOYI13GLD10">https://www.youtube.com/watch?v=DOYI13GLD10</a> Fr. Jerry Orbos Google Images <a href="https://www.coursehero.com/file/29670095/Persuasive-2-speech-outlinedocx/">https://www.coursehero.com/file/29670095/Persuasive-2-speech-outlinedocx/</a> <a href="https://www.myspeechclass.com/education-speech-topics.html">https://www.myspeechclass.com/education-speech-topics.html</a></p>		
15	<p>Create clear, coherent and effective communication materials in the Workplace</p> <p>Present ideas persuasively using appropriate</p>	<p><b>MODULE NO. 7</b></p> <p><b>COMMUNICATION FOR WORK PURPOSES</b></p> <p>Guidelines in Business Meeting</p>	<p>SyGaco, S. B. (2018). <i>Principles &amp; Competencies in Purposive Communication</i>. Quezon City: Great Books Trading.</p> <p><a href="https://www.incorp.asia/blog/hr/importance-of-good-communication-at-workplace/">https://www.incorp.asia/blog/hr/importance-of-good-communication-at-workplace/</a></p> <p><a href="https://www.vpi-inc.com/2019/02/19/featured-workshop-workplace-communication/">https://www.vpi-inc.com/2019/02/19/featured-workshop-workplace-communication/</a></p>	<p><b>PAPER OUTPUT</b></p> <p>Write sample communications in the workplace:</p> <p>Memorandum Minutes of the meeting Letter of Invitation Letter of request</p>	<p><b>SDG No. 8</b></p> <p>Create Decent Work and Economic Growth</p>





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	<p>language registers, tone, facial expressions, and gestures</p> <p>Adopt awareness of audience and context in communicating ideas in various workplaces.</p>	<p>Distributing the Minutes of the Business Meeting</p> <p>Writing and Communicating in the Workplace</p>	<p><a href="https://courses.lumenlearning.com/wm-organizationalbehavior/chapter/functions-of-organizational-communication/">https://courses.lumenlearning.com/wm-organizationalbehavior/chapter/functions-of-organizational-communication/</a></p> <p><a href="http://business.lovetoknow.com/wiki/Samples_of_Minutes_of_Business_Meetings">http://business.lovetoknow.com/wiki/Samples_of_Minutes_of_Business_Meetings</a></p> <p>Source: Business Request Letter (2009). Retrieved from <a href="http://www.sampleletters.org/business-request-letter.html">http://www.sampleletters.org/business-request-letter.html</a></p>		
<p>16</p>	<p>Write and present academic papers using appropriate tone, styles, conventions, and reference styles</p> <p>Identify unacceptable behaviors that compromise one's academic integrity</p>	<p><b>MODULE NO. 8</b></p> <p><b>COMMUNICATION FOR ACADEMIC PURPOSES</b></p> <p>Characteristics of an Ideal Topic</p> <p>The Making of an Academic Paper</p> <p>Quoting, Paraphrasing, and Summarizing</p>	<p><a href="https://wnorton.com/college/english/write/fieldguide/rhetorical1">https://wnorton.com/college/english/write/fieldguide/rhetorical1</a></p> <p><a href="http://www.northwestern.edu/provost/policies/academic-integrity/principles.html">http://www.northwestern.edu/provost/policies/academic-integrity/principles.html</a></p> <p><a href="https://writingcenter.unc.edu/esl/resources/academic-integrity/">https://writingcenter.unc.edu/esl/resources/academic-integrity/</a></p> <p><a href="https://www.mendeley.com/guides/apa-citation-guide">https://www.mendeley.com/guides/apa-citation-guide</a></p> <p><a href="https://aut.ac.nz.libguides.com/APA6th/referencelist">https://aut.ac.nz.libguides.com/APA6th/referencelist</a></p> <p><a href="https://learn.org/articles/What_are_Academic_Communications.html">https://learn.org/articles/What_are_Academic_Communications.html</a></p>	<p><b>ASSESSMENT # 5</b> Quoting, paraphrasing, and summarizing</p> <p><b>ASSESSMENT # 6</b> Writing an ideal topic for Business Management</p>	<p><b>SDG No. 4</b> Provide Quality Education</p>





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	<p>Convey ideas through oral, audio-visual, and/or web-based presentations for different target audiences in local and global settings using appropriate registers</p> <p>Appreciate ease of communication properly.</p>	<p>What is Academic Integrity?</p>			
<p>17/1 8</p>	<p><b>FINAL EXAMINATION</b> <b>FINAL ORAL EXAM (SPEECH)</b></p> <p>1. Paper presentation of an Advocacy on one of the UN Sustainable Development Goals, specifically, on Education 2. Multi-Modal presentation of an advocacy relative to program undertaking.</p>				

**REFERENCES:**

**BOOKS**

Adler, R., Elmhorat, J.M, & Lucas, K (2012). Communicating at work: Strategies for success in business and the professions NY: McGraw Hill  
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## WEBSITES

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- <https://www.youtube.com/watch?v=JGdS8ts63Ck>
- <https://www.youtube.com/watch?v=Tuw8hxrFBH8> Steve Jobs
- <https://www.youtube.com/watch?v=DOY13GLD10> Fr. Jerry Orbos Google Images
- <https://www.coursehero.com/file/29670095/Persuasive-2-speech-outlinedocx/>
- <https://www.myspeechclass.com/education-speech-topics.html>
- <https://www.norton.com/college/english/write/fieldguide/rhetorical1>
- <https://www.incorp.asia/blog/hr/importance-of-good-communication-at-workplace/>
- <https://www.vpi-inc.com/2019/02/19/featured-workshop-workplace-communication/>
- <https://courses.lumenlearning.com/wm-organizationalbehavior/chapter/functions-of-organizational-communication/>
- [http://business.lovetoknow.com/wiki/Samples\\_of\\_Minutes\\_of\\_Business\\_Meetings\\_Source: Business Request Letter \(2009\). Retrieved from <http://www.sampleletters.org/business-request-letter.html>](http://business.lovetoknow.com/wiki/Samples_of_Minutes_of_Business_Meetings_Source:_Business_Request_Letter_(2009).)
- <http://www.northwestern.edu/provost/policies/academic-integrity/principles.html>
- <https://writingcenter.unc.edu/esl/resources/academic-integrity/>
- <https://www.mendeley.com/guides/apa-citation-guide>
- <https://aut.ac.nz.libguides.com/APA6th/referencelist>
- [https://learn.org/articles/What are Academic Communications.html](https://learn.org/articles/What_are_Academic_Communications.html)







# MABALACAT CITY COLLEGE

INSTITUTE OF ARTS AND SCIENCES

First Semester A.Y. 2023-2024

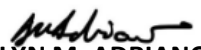
Outcome-Based Teaching and Learning Plan and Module Guide for **PURPOSIVE COMMUNICATION – ENG101**



## SUMMARY OF REVISIONS

REVISION	DATE	UPDATED BY	SHORT DESCRIPTION OF CHANGES
1.0	8 August 2022	Arcelyn M. Adriano, Instructor Faculty Member	<ol style="list-style-type: none"><li>1. Revised according to the latest 2022 OBTL Template. The 1st OBE version is from CYCLE 1 AY 2021-2022 based on the CMO 74-82, s. 2017</li><li>2. Included online/virtual Learning Management System (LMS), synchronous and asynchronous teaching/learning activities, and assessment method/task.</li><li>3. Included Sustainable Development Goals Statement (8August 2022)</li></ol>
2.0	19 August 2023	Arcelyn M. Adriano, Instructor Faculty Member	<ol style="list-style-type: none"><li>1. Edited student activities and requirements.</li><li>2. Updated dates and contact number.</li></ol>

Prepared by:

  
**ARCELYN M. ADRIANO, LPT**  
Faculty

Reviewed by:

  
**MARILYN S. ARCILLA, LPT, MAN**  
Dean

Cf:

**ROMEO D. ERESE III, LPT, PhD.**  
AVP for Academic Affairs

