



COMMISSION ON HIGHER EDUCATION  
**REGIONAL OFFICE I**

August 17, 2023

**CHED Regional Memorandum Order**  
No. 11, s. 2023

**2023 CHEDRO1's 2<sup>nd</sup> BUSINESS – ACCOUNTING: NETWORKING AND KNOWLEDGE SUMMIT (BANKS)**

For : **PRESIDENTS/HEADS**  
Higher Education Institutions  
Region 1

1. In accordance with the provisions of Republic Act No. 10679 otherwise known as "An Act Promoting Entrepreneurship and Financial Education among Filipino Youth", this office will conduct the **CHEDRO1's 2<sup>nd</sup> BUSINESS – ACCOUNTING: NETWORKING AND KNOWLEDGE SUMMIT (BANKS)** with the theme: "*Digital Transformation: A Pathway for Resilient, Innovative, Sustainable, and Excellent (RISE) Business Education Programs*" on **September 21-22, 2023**, specific venue to be announced later.

<b>Name of Activity</b>	<b>Date</b>	<b>Participants</b>
<b>a. Learning Sessions</b> 1. Digital Transformation Initiatives (DTI): A Key Player Towards Business Resilience and Sustainability 2. Role of Teaching Digital Finance for a Balanced, Sustainable and Progressive (BSP) Philippine Economy 3. Innovation and Excellence in the Delivery of Original, Scientific and Technology-driven (DOST) Product/Business Pitch 4. Responsible and Effective Use of AI Tools in Teaching Accounting and Business Researches	September 21, 2023  <b>Deadline of Registration:</b> September 15, 2023	Dean, program head, faculty member and student.
<b>b. Accounting Parody Competition</b> (For the contest guidelines see Annex A)	September 21, 2023  <b>Deadline of Submission of Entries:</b> September 15, 2023	HEIs offering BSA, BSMA, BSAIS and BS Internal Auditing programs
<b>c. BANKS One Big Idea: A Business Pitch Challenge</b> (For the contest guidelines see Annex B)	September 22, 2023, 8:00 – 12:00 noon  <b>Deadline of Submission of Entries:</b> September 13, 2023	All 3 <sup>rd</sup> – 4 <sup>th</sup> year Business Education students
<b>d. BANKS Accounting Quiz Bowl</b> (For the contest guidelines see Annex C)	September 22, 2023, 1:00 – 5:00 pm	3 <sup>rd</sup> – 5 <sup>th</sup> year Accounting Students

2. This activity aims to enhance business education students' financial and entrepreneurial skills to be globally competitive.





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- The participants of the said activity are the following:
  - Dean or program chair/coordinator of the business education programs;
  - Faculty members; and,
  - Business education students.
- The attendees for the **learning sessions** are requested to confirm their participation in the activity by registering at the link <https://bit.ly/2023CHEDRO1BANKS> or by scanning the QR Code below:



- The first **150 participants to register** will be considered for **onsite** participation in the learning sessions. However, a maximum of **ten (10) onsite participants per Higher Education Institution (HEI)** will only be allowed to give opportunity for other HEIs to participate. For HEIs with multiple campuses, a maximum of **five (5) onsite participants per campus** is allowed. In case the other campuses did not avail of their slots, the participating campus may avail the unclaimed slots, provided however, that it shall not exceed the maximum of ten (10) onsite participants per HEI.
- The participant will receive an email to confirm his/her registration. Officially registered participants are entitled for the meals during the learning sessions. Participation in the said activity is **FREE**. Travel expenses and accommodation of the participants shall be shouldered by their respective HEIs. Registration is on a first-come, first-served basis. Other participants may join the learning sessions via Zoom.
- HEIs with student participants must submit the following documents per CMO No. 63, s. 2017 otherwise known as "Policies and Guidelines on Local Off-campus Activities" **at least fifteen (15) days** before the said event: (Copy of the sample off-campus document is attached, for easy reference.)
  - Transmittal letter duly signed by the head of the institution or its authorized personnel
  - Certificate of Compliance
  - Report of Compliance
- For inquiries, please call Dr. Ricky A. Cera, Education Supervisor II, this Office, at telephone numbers (072) 682 – 9623; (072) 242 – 2750 loc. 2008 or email him at [chedro1@ched.gov.ph](mailto:chedro1@ched.gov.ph) cc: [rcera@ched.gov.ph](mailto:rcera@ched.gov.ph).
- Active participation in the activity is highly encouraged.

  
**CHRISTINE N. FERRER, EdD**  
Director IV

COMMISSION ON HIGHER EDUCATION  
Regional Office No. 1  
City of San Fernando, La Union

18 AUG 2023

Released

By: 

Incl: a/s

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Thank you.





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### ANNEX A ACCOUNTING PARODY CONTEST GUIDELINES

Parody is a creative reworking of a pre-existent composition to form a new composition. In modern movie usage, parody is a humorous piece of a music video that imitates the style of an original work or piece in an exaggerated way.

1. Each higher education institution shall only be allowed to send **one (1) entry** for this competition.
2. There is no limit as to the number of performers and singers. Provided, however, that all performers and singers must be bona fide tertiary students enrolled for the current semester.
3. There is only one music video to be assigned for this competition, **“AT ANG HIRAP”** popularized by Lyka Estrella.
4. The music video parody should be presented with a twist and with humor.
5. The music video shall have a minimum of three (3) minutes and a maximum of five (5) minutes duration.
6. The music video must not include vulgar or obscene scene(s).
7. The music video must be sent to [chedro1@ched.gov.ph](mailto:chedro1@ched.gov.ph) cc: [rcera@ched.gov.ph](mailto:rcera@ched.gov.ph) with a sample file name **<name of hei\_accountingparody>** and said music video must have a resolution of 720p and in “.mp4” format only.
8. The criteria for judging are as follows:

Criteria	Percentage
Creativity (Overall concept, Originality, Humor, Entertainment Value)	50%
Aesthetic Appeal (Costumes & Overall look and Video Technicalities)	20%
Content (Relevance to Original Music Video)	30%
<b>TOTAL</b>	<b>100%</b>

#### Registration and Documentary Requirements:

9. Participants are required to register to the link <https://bit.ly/2023BANKSPARODY> or scan the QR Code below.



10. HEI are required to submit their entry through our official email address at [chedro1@ched.gov.ph](mailto:chedro1@ched.gov.ph) cc: [rcera@ched.gov.ph](mailto:rcera@ched.gov.ph) with the subject: **<Name of HEI**



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**>Accounting Parody**, together with the other supporting documents **on or before September 15, 2023**, such as:

- a. Copy of endorsement letter from the president or dean or any equivalent position capable of endorsing the students as their official contestants; and
- b. Copy of student IDs or copy of latest registration/enrollment form/certification duly certified/issued by the registrar.

Only contestants with complete supporting documents will be allowed to join the competition.

11. All entries will be posted on the **official Facebook account** of CHED Region 1. A special award will be given to the most viewed music video.
12. CHEDRO1 shall have the intellectual property rights and exclusive use of the videos submitted. CHED shall have the sole right to use, produce or reproduce the submitted videos with proper credits.
13. Any violation in these guidelines shall mean disqualification.
14. Cash prizes and certificates will be given to the top three music videos.
15. Certificates for the top three coaches will also be awarded.







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### ANNEX B ONE BIG IDEA A BUSINESS PITCH CHALLENGE CONTEST GUIDELINES

#### COMPETITION RULES

The One Big Idea focuses on a student's capacity to present a pitch meant to convince an investor to support a new product or service. Students will have fifteen (15) minutes to showcase their concept, marketing plan, and sustainability plans. Pitches are judged on how realistically they construct a product or service and how well they can answer the judges' queries.

1. The competition is open to all tertiary students who are currently enrolled in any of the following programs: Business Administration, Entrepreneurship, Agribusiness Management, Cooperative Management, Economics, Accountancy, and other business-related programs.
2. Each Higher Education Institution (HEI) is eligible to submit **at most two (2) teams** with five (5) members per team. The composition of the team members may be a mixture of the above-mentioned programs.
3. The HEI must present a unique product or service for each team who will join the competition.
  - a. The pitched concept must be the **original** work of the individual team pitching it.
  - b. Innovations on existing products are permitted but must be disclosed to the judges.
  - c. Business ideas and concepts deemed by the judge's panel to be offensive, immoral, or unethical may be disqualified.
4. Student competitors may only participate in one (1) business pitch team and are prohibited from participating or assisting in the research, preparation, development, or practice of another team's business pitch.
5. The components of the business pitch shall include:
  - Executive Summary (limit 500 words)
  - Market Analysis (limit 250 words)
  - Description of Product/Service (limit 250 words)
  - Description of Marketing and Sales Strategy (limit 250 words)
  - Team Contact Information: Include contact name, address, email and telephone.

The business pitch is a summary of the idea or concept, i.e. the product or service. Its content is up to the team. Some elements to consider in preparing your pitch include:

- a. Description of Product or Service
- b. Value Proposition – How will the product or service add value for customers?
- c. Target Market Characteristics – Who will buy the product or service? How big is the target market?
- d. Differentiation – How is the product or service different from existing products and services?
- e. Competitive Advantage - What is the competitive advantage? (patent, algorithm, unique service model, etc.)
- f. Revenue Model – How will the product or service generate revenue? (sales, subscription, advertisement, etc.)
- g. Revenue Estimate – How long will it take to generate revenue and what sales revenue is expected?



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**Registration and Documentary Requirements:**

6. Each team is required to register to the link <https://bit.ly/2023BANKSBUSINESSPITCH> or scan the QR Code below.



7. Each team is required to submit their business pitch through our official email address at [chedro1@ched.gov.ph](mailto:chedro1@ched.gov.ph) cc: [rcera@ched.gov.ph](mailto:rcera@ched.gov.ph) with the subject: **<Name of HEI \_ Team No.\_Business Pitch>**, together with the other supporting documents **on or before September 13, 2023**, such as:

- Copy of endorsement letter from the president or dean or any equivalent position capable of endorsing the students as their official contestants;
- Copy of student IDs duly certified by the registrar or copy of the latest registration/enrollment form/certification duly certified/issued by the registrar indicating the program and year level of the student; and,
- Certification that the business pitch is an original work/output of the students duly signed by the coach and the dean/program head or its equivalent position.

Only contestants with complete supporting documents will be allowed to join the competition.

8. The top five (5) finalists will be invited to present their business pitch during the Business Pitch Session.
9. Each finalist will be given a duration of twenty-five (25) minutes and it will be strictly timed as follows:
- Fifteen (15) minutes is allocated to the business pitch presentation by the team. During this time, teams will not be interrupted or interacted with by the panel of judges. Time will begin when the first member of a team begins to speak.
  - Ten (10) minutes is allocated for the panel of judges to ask questions from the team regarding their business pitch. Time will begin when the first member of the judges begins their first question.
10. The dress code for the business pitch presentation is Business/Corporate Attire.
11. The evaluation criteria for the business pitch (written) and presentation proper shall be as follows:

**BUSINESS PITCH (WRITTEN)**

	<b>POINTS</b>
Executive Summary	15
Product/Service	20
Market Analysis and Marketing Plan	20
Operational Plan	20
Sales Strategy and Financial Plan	20
Supporting Documents/Appendices	5
<b>TOTAL SCORE</b>	<b>100</b>





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**BUSINESS PITCH PRESENTATION:**

	POINTS	
<b>PART I: 1 - MINUTE CREATIVE VIDEO ADS</b>		
Creativity (Overall concept, Originality, Humor, Entertainment Value)	10	30
Aesthetic Appeal (Costumes & Overall look and Video Technicalities)	5	
Content (Relevance & Message)	15	
<b>PART II: PRESENTATION</b>		
Formal Presentation	40	70
Question and Answer	20	
<b>TOTAL SCORE</b>		<b>100</b>

12. Each finalist is required to present a 1-minute creative video advertisement of the business/product being pitched.
13. Each finalist may select the media it feels will most effectively deliver its message. Teams may display, share, or show prototypes, samples, or posters. Materials may be distributed to the judges (but not to the audience) during the pitch.
14. Any violation of these guidelines shall mean disqualification.
15. Cash prizes and certificates will be given to the winners.
16. Certificates for the top five (5) coaches will also be awarded.





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### ANNEX C CONTEST GUIDELINES FOR ACCOUNTING QUIZ BOWL

#### Guidelines:

1. The coverage of the Accounting Quiz Bowl includes ALL CPA Board courses.
2. Each higher education institutions are only allowed to send a maximum of **two (2) contestants** to participate in the contest.
3. The participants should be bona fide **third year to fifth year** students enrolled in one of the various accounting programs, such as but not limited to the Bachelor of Science in Accountancy, the Bachelor of Science in Management Accounting, the Bachelor of Science in Accounting Information System, or the Bachelor of Science in Internal Auditing.
4. The contestant will be given letter cards "A, B, C and D" for multiple choice questions and a clean coupon bond/cardboard for non-multiple choice questions. Also, the participants should write their answers clearly and legibly on the provided answer board.
5. Answers to the problem-solving questions should be complete. **NO** abbreviations or acronyms are allowed unless instructed to do so.
6. Any participant who will be caught cheating will be automatically eliminated from the competition.
7. The participants are allowed to use their calculator **ONLY** when the quizmaster says "GO!". Any participant who violates the aforementioned rule for the first time will receive a warning and for the succeeding offenses, he/she will be **DISQUALIFIED**.
8. Theory and problem-solving questions will be read twice by the quizmaster.

#### Mechanics:

1. The Accounting Quiz Bowl is comprised of three rounds: **EASY, MODERATE, and ADVANCED.**

TYPE	EASY	MODERATE	DIFFICULT
Theory	10 seconds	10 seconds	10 seconds
Problem	30 seconds	60 seconds	90 seconds
No. of items	10	10	10
Corresponding points	5	7	10

2. The participant shall write his/her answers before the time allotted has lapsed. Answer boards shall be raised once the quiz master declares so. Any participant who fails to comply will receive a warning and his/her answer may be forfeited depending on the decision of the quiz master.
3. The top ten (10) participants who earned the highest scores in the easy and moderate rounds proceed to the difficult round (depending on the number of participants). All points will be reset to zero (0).





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4. If there is a tie after the two rounds (easy and moderate rounds), a tie-breaking question will be asked until the deadlock is broken. The quiz master reads each question twice. Tie-breaking questions shall not affect the participant's overall score. Whoever gets the correct answer first shall advance to the next round or be declared the winner.
5. Cash prizes and certificates will be given to the top three winners.
6. Certificates for the top three coaches will also be awarded.

### Registration and Documentary requirements:

7. Participants are required to register to the link <https://bit.ly/2023BANKSQUIZBOWL> or scan the QR Code below.



8. The higher education institution is required to submit a scanned copy of the following and send the same to [chedro1@ched.gov.ph](mailto:chedro1@ched.gov.ph) cc: [rcera@ched.gov.ph](mailto:rcera@ched.gov.ph) **on or before September 15, 2023.**
  1. Copy of endorsement letter from the president or dean or any equivalent position capable of endorsing the student as the official contestant.
  2. Copy of current student ID duly certified by the registrar or copy of the latest registration/enrollment form/certification duly certified/issued by the registrar indicating the program and year level of the student.

Only contestants with complete supporting documents will be allowed to join the competition.





(Name of HEI)

**LOCAL OFF-CAMPUS ACTIVITIES  
CERTIFICATE OF COMPLIANCE**

This is to certify that all the processes, procedures and requirements before the conduct of the off-campus activity/ies pursuant to CMO No.\_\_\_\_, s. 2017 entitled "Policies and Guidelines on Local Off-campus Activities" have been duly complied with, and that by virtue thereof, we hereby assume full responsibility for the safety and welfare of the students.

**Certified Correct:**

**Recommending approval:**

\_\_\_\_\_  
Personnel-in-Charge

\_\_\_\_\_  
Vice-President for Academic Affairs

**Approved by:**

\_\_\_\_\_  
President/Head of HEI/  
Authorized representative

SUBSCRIBED AND SWORN to before me, this \_\_\_\_\_, by \_\_\_\_\_ who exhibited to me (his/her) competent proof of identification \_\_\_\_\_ issued at \_\_\_\_\_, Philippines on \_\_\_\_\_.

Notary Public

Doc. No. \_\_\_\_\_;  
Page No. \_\_\_\_\_;  
Book No. \_\_\_\_\_;  
Series of \_\_\_\_\_;





Republic of the Philippines  
Office of the President  
COMMISSION ON HIGHER EDUCATION

LOCAL OFF-CAMPUS ACTIVITIES

REPORT OF COMPLIANCE

NAME OF HEI: \_\_\_\_\_

REGION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

**BASIC INFORMATION:**

PROGRAM NAME	COURSE	DESTINATION/S AND VENUE	INCLUSIVE DATES	NUMBER OF STUDENTS	LIST OF PERSONNEL-IN-CHARGE
<i>e.g. BS Travel Mgt.</i>	<i>PTour 1</i>	<i>Baguio Burnharm Park Pinagbenga Festival</i>	<i>February 25 – 28, 2017</i>	<i>40</i>	<i>Engr. Liveta Mr. Ong</i>

**REPORT BEFORE THE ACTIVITY:**

ACTIVITIES	COMPLIANCE	
	YES/NO	REMARKS
1. Curriculum Requirement		
2. Destination		
3. Handbook or Manual		
4. Students Consent of the Parents/Guardians Medical Clearance of the Students		
5. Personnel-In-Charge		
6. First Aid Kit		
7. Fees/Funds		
8. Insurance		
9. Mobility of Student (vehicles) Owned by the HEI Third Party or Subcontracting Franchisee/Travel Agency/ Tour Operator		
10. LGUs/NGOs		
11. Activities Orientation to students Consultation Announcements Briefing before the trip Learning Journals Emergency Preparedness Plan		

**Certified Correct:**

**Recommending approval:**

\_\_\_\_\_  
**Personnel-In-Charge**

\_\_\_\_\_  
**Vice President for Academic Affairs**

**Reviewed by:**

**Approved by:**

\_\_\_\_\_  
**Dean or Program Head**

\_\_\_\_\_  
**President/Head of HEI/ Authorized representative**

