



COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE I



PROJECT PROPOSAL

PROJECT TITLE	2024 CHEDROI's 3 rd BUSINESS – ACCOUNTING: NETWORKING and KNOWLEDGE SUMMIT (BANKS)
RESPONSIBLE AGENCY	Commission on Higher Education Region 1
RPROJECT LEAD	DR. RICKY A. CERA
PROPOSED BUDGET	Php 300,000.00
SOURCE OF FUND	MOOE – BANKS: 160,000.00 GAD Fund: P30,000.00 UniFast Fund: P110,000.00
TARGET SUSTAINABLE DEVELOPMENT GOALS	<p>Goal 4: QUALITY EDUCATION - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.</p> <p>Goal 5: GENDER EQUALITY – Achieve gender equality and empower all women and girls.</p> <p>Goal 17: PARTNERSHIPS FOR THE GOALS - Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.</p>

BRIEF DESCRIPTION:

Financial and entrepreneurial skills are two of the 21st Century Skills that need to be developed among students to be globally competitive. Aware of the advantage of graduates equipped with the said skills, the government has crafted and implemented related laws. One of these is the Republic Act No. 10679 otherwise known as "An Act Promoting Entrepreneurship and Financial Education among Filipino Youth" wherein the State is mandated to establish, maintain, and support a complete, adequate, and integrated system of education and training to encourage the entrepreneurial spirit among our youth as well as support and promote the growth of young entrepreneurs nationwide.

As such, CHEDROI felt the need to intensify its efforts to establish collaboration with other agencies to equip and acquaint our business students with new industry demands, digital transformation, business sustainability and innovation. Thus, **2024 CHEDROI's 3rd BUSINESS – ACCOUNTING: NETWORKING and KNOWLEDGE SUMMIT (BANKS)** is hereby proposed.

The 2024 BANKS will focus on the theme, **"Cultivating Global Business Citizens: Future-Proofing Students through Certifications, Research, Empowerment, and use of Advanced Technology (CREATE)." The project shall compose of two (2) webinar series for Accounting programs, one (1) onsite seminar for Business Education programs, and academic and non-academic competitions.**



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The first webinar session is for students taking up accounting programs. The project has a sub-theme, ***“Global Filipino Women CPAs: A Journey of Resilience and Success in the International Arena.”***

The purpose of the activity is to raise awareness on the gender issues, stereotyping, bias and challenges of Filipino women CPAs abroad, in taking leadership roles or managerial positions in the accounting profession.

In the global context, gender issues for women Certified Public Accountants span across various professional, societal, and cultural dimensions. While progress has been made in many regions, several challenges still exist that can affect the career development and experience of women CPAs worldwide such as gender pay gap, underrepresented in leadership roles, work-life balance, cultural and regional barriers, networking and mentorship gaps, gender bias and stereotyping.

The representation of women CPAs in leadership roles, compared to men, highlights persistent gender disparities in the accounting profession. While the exact statistics may vary by country and firm, the global trend shows that women are underrepresented in top leadership roles, particularly at the partner level and in executive positions such as Chief Financial Officers (CFOs). As of recent reports, women make up about **50-60%** of accounting graduates in many countries, yet they are vastly underrepresented in leadership positions. Globally, women represent only about **20-30%** of partners in large accounting firms. In some regions, this percentage is even lower. In the **U.S.**, women make up about **23%** of partners in CPA firms, according to the AICPA's 2021 report. In the **UK**, women hold about **17%** of equity partner roles in the largest accounting firms. In **Canada**, women make up about **28%** of partners in CPA firms.

In the Philippines, the number of women in partner roles is growing but still lags behind men. Women hold around **30-40%** of partnership positions in top accounting firms, including local and global firms. This is a higher percentage than in many other countries but still reflects a gap compared to men. In the "Big Four" accounting firms (Deloitte, PwC, KPMG, and EY), women occupy approximately **25-30%** of partner positions. Women account for about **20-25%** of CFO positions in large publicly listed companies in the Philippines. In broader executive roles, the number of women is higher, with women representing around **30-40%** of leadership roles in finance and accounting departments across various industries.

In conclusion, women have a strong presence in the accounting profession, making up the majority of CPA graduates and a significant portion of the workforce. However, despite these achievements, men still hold the majority of leadership roles, such as partners and CFOs. The gender disparity is narrower than in many other countries, but efforts are still needed to ensure more women reach the top levels of leadership in accounting firms and corporate finance.

With this activity, we aim to highlight the contributions and experiences of Filipino women CPAs in the global market, identify opportunities available to Filipino women CPAs abroad, including career advancement, professional development, and networking prospects to inspire more women CPAs not conform with norms, culture and traditions but to rise up, be empowered and reach their full potentials in leadership roles in the field of accounting.

Second webinar session is ***“The Power of International Certifications: A Blueprint for Global Success”***



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The purpose of the webinar is to explore the impact and importance of international certifications in advancing careers and fostering global success. It examines how obtaining certifications, such as Asean CPA, CFA, CMA, CIA, PMP, and others, equips existing and future accounting professionals with skills and credibility recognized across borders, enhancing their career mobility, employability, and leadership opportunities.

The webinar will provide a strategic guide for accountants and accounting students to leverage global certifications in gaining competitive edge in the international marketplace.

While for the business education students, the project has a sub-theme, ***"Incubating Innovation: An Overview of Technology Business Incubators and Young Entrepreneurship Program for Aspiring Entrepreneurs"***. The project provides a comprehensive exploration of technology business incubators (TBIs) and young entrepreneurship program (YEP) together with their roles in fostering innovation and supporting startups. This project aims to expound the concepts of TBIs and YEP, highlighting their key components, benefits, and challenges. It will examine how these programs offer crucial resources and support to aspiring entrepreneurs, helping them navigate the complex journey from idea to successful business. Through case studies, expert insights, and practical advice, the project seeks to equip future entrepreneurs with a clear understanding of how to leverage these incubators effectively. Topics to be discussed are the following:

1. Empowering New Generation: An Orientation on the Young Entrepreneurship Program
2. Empowering Startups: An In-Depth Look at Technology Business Incubators
3. The TBI Journeys of MMSU Banuar and PSU Aligwas

The participants of the said webinars and seminar are the deans, program chair/coordinators of the accounting and business education programs, faculty members, and accounting and business education students of the region.

Aside from the talks, there will be a series of academic and non-academic competitions for the students. This year, each of the competing schools are required to **send at least one (1) UniFAST grantees or TES scholars in each of the categories**. This will level the playing field when selecting participants or contestants, encourage inclusivity, and motivate TES scholars and UniFAST grantees in all higher education institutions to be more engaged, competitive, and free to showcase their abilities and talents. The learning sessions and competitions are in partnership with the regional line agencies, review centers and professional organizations.

CALENDAR OF ACTIVITIES:

Activity	TOPIC	SPEAKER	Tentative Date
September 26, 2024	ACCOUNTING TALKS: "Global Filipino Women CPAs: A Journey of Resilience and Success in the International Arena."	Ms. Angelyn S. Esteban - Ireland Ms. Melanie Salazar - Dubai Ms. Norlyn Mae Prado-Palaganas – United Kingdom	Webinar
September 26, 2024	ACCOUNTING TALKS:	1Punch	Webinar





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	<i>"The Power of International Certifications: A Blueprint for Global Success"</i> CMA CFA CIA CAT	Reo Review center Mr. Leo P. Palaganas	
October 3, 2024	BUSINESS TALKS: <i>"Incubating Innovation: An Overview of Technology Business Incubators and Young Entrepreneurship Program for Aspiring Entrepreneurs"</i>	DOST-PCIERRD DTI-YEP MMSU-Banuar TBI PSU-Aliguas TBI	Onsite
October 3, 2024	<i>Region 1 Business Pitch Showdown – Final Round</i>		Onsite
October 4, 2024	<i>FLAMES Quiz Show (Finance, Law, Accounting, Management, Economics, Statistics)</i>		Onsite
October 4, 2024	<i>Region 1 Accounting Quiz Bowl</i>		Onsite
October 4, 2024	<i>Region 1 Accounting Parody Challenge</i>		Onsite
October 4, 2024	<i>Announcement of Winners and Awarding Ceremony</i>		Onsite

Proposed Budget:

Activity/ Item	PARTICULARS	AMOUNT
ACCOUNTING TALK: <i>"Global Filipino Women CPAs: A Journey of Resilience and Success in the International Arena."</i> INFO SESSION: <i>"The Power of International Certifications: A Blueprint for Global Success"</i> CMA CFA CIA CAT	Meals (350 @ 10pax)	3,500.00
	Zoom subscription	3,000.00
	Honorarium (3,333 @ 6pax)	20,000.00
		26,500.00
Region 1 Business	Token – R1 BPS Semi Final Round	4,000.00

HEDC Building, Government Center, Brgy. Sevilla, City of San Fernando, La Union, Philippines, 2500

chedro1@ched.gov.ph; Website: www.chedro1.com | www.ched.gov.ph

(072) 682-9623; (072)-242-0238; Tel. fax. (072)-242-2750



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Pitch Showdown – Semi Final Round	(1,000 @ 4pax)	
BUSINESS TALK: <i>“Incubating Innovation: An Overview of Technology Business Incubators and Young Entrepreneurship Program for Aspiring Entrepreneurs”</i>	Honorarium – Business Talk (1,500 @ 4pax) Honorarium – R1 BPS (1,500 @ 3pax) Token – Partner Institution Food/Meals: AM snack (biscuit/bread, juice) (70 @ 200pax) Lunch (140 @ 180pax) Lunch (350 @ 20pax) PM snack (biscuit/bread, juice) (70 @ 200pax)	6,000.00 4,500.00 1,500.00 14,000.00 25,200.00 7,000.00 14,000.00
Region 1 Business Pitch Showdown – Final Round	Cash Prizes (BPS, Poster, Infomercial, Presenter, APC) R1 Business Pitch Showdown Champion Php 8,000 1 st Runner-up 6,000 2 nd Runner-up 4,000 2 Finalists (P1,500) 3,000	28,750.00
R1 Business Pitch: Best Poster	R1 Business Pitch: Best Poster Best Poster Pitch Php 1,000 2 nd Best Poster Pitch 750 3 rd Best Poster Pitch 500	
R1 Business Pitch: Infomercial	R1 Business Pitch: Infomercial Champion Php 2,000 1 st Runner-up 1,500 2 nd Runner-up 1,000	
Best Pitch Presenter	Best Pitch Presenter 1,000	100,950.00
Region 1 Accounting Quiz Bowl	Cash Prizes (RAQB and FLAMES) R1 Accounting Quiz Bowl Champion Php 3,000 1 st Runner-up 2,000 2 nd Runner-up 1,000	15,000.00
FLAMES Quiz Show (Finance, Law, Accounting, Management, Economics, Statistics)	R1 FLAMES Quiz Show Champion Php 4,500 1 st Runner-up 3,000 2 nd Runner-up 1,500 Token (Quiz Masters: 1,500 @ 2pax)	3,000.00



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		supplies to be procured To process Travel Authority of staff involved in the project
Finance and Logistics	Ms. Janelle Petacio Mr. Mark Cantor	To facilitate the required cash advances and processing of payments to suppliers
Program, Invitation, Certificates and Plaques	Dr. Ricky A. Cera Dr. Al Gerald S. Barde Mr. Kotaro Jncyrl Velasco UniFast staff	To prepare the invitation letters, program and certificates for the resource speakers, HEIs and other partner agencies.
Registration and Attendance	Dr. Myrelle Faith D. Mina UniFast Staff	To prepare the attendance sheets and to assist the participants during registration
Documentation and Technical Support	Mr. Donnie Gallocanta, Jr. Mr. Kotaro Jncyrl Velasco UniFast Staff	To be in-charge of the sound system, presentations, and documentation during the conduct of the event To prepare news and activity report
Meals	Dr. Myrelle Faith D. Mina Ms. Ma. Andrea Quitaig UniFast Staff	To coordinate with the service provider for food catering To distribute refreshments during the event
Transportation	Mr. Perfecto Duluena Mr. Alfredo Pascual	To make sure that the vehicles are in good condition to transport the team in the designated venues
Tokens, Gifts and Conference Kits	Dr. Myrelle Faith D. Mina Dr. Ricky A. Cera Mr. Kotaro Jncyrl Velasco Ms. Ma. Andrea Quitaig	To prepare and procure all the needed materials requested by the program organizer To prepare, package and distribute the tokens, gifts and conference kits
Physical Arrangement	Dr. Myrelle Faith D. Mina Dr. Ricky A. Cera UniFast Staff	To prepare the venue and set up the tables and chairs in the conference hall for the conduct of the activity

Prepared by:

RICKY A. CERA
Education Supervisor II

Fund Available:

JANELLE PETACIO
Accountant II

Recommending Approval:

ANGELICA Q. DOLORES, PhD
Supervising Education Program Specialist

HEDC Building, Government Center, Brgy. Sevilla, City of San Fernando, La Union, Philippines, 2500
chedroi@ched.gov.ph; Website: www.chedroi.com | www.ched.gov.ph

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DANILO B. BOSE, PhD
Chief Education Program Specialist


NYMPHA N. BUENIO
Chief Administrative Officer

Approved by:


CHRISTINE N. FERRER, EdD
Director IV