



# WAIGANI CHRISTIAN COLLEGE

Tertiary Education

*In partnership with Philippines Christian University*

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## PROGRAMME DESCRIPTION

### 1. Bachelor in Accountancy (BSA) – 8 Semesters/4 years

The **Bachelor in Accountancy (BSA)** program at Philippine Christian University (PCU) in PNG is a rigorous four-year professional degree designed to produce **competent, ethical, and globally competitive Certified Public Accountants (CPAs)** and professional accounting practitioners. The program adheres closely to the competency framework prescribed by the International Federation of Accountants (IFAC) and regional accounting standards, ensuring graduates are prepared for the international professional licensure examinations and global practice.

#### Program Objectives

1. To develop expertise in the four major fields of accounting: **Financial Accounting and Reporting, Management Advisory Services, Auditing and Assurance, and Taxation.**
2. To instil a deep understanding of business principles, economic drivers, corporate governance, business law, and information technology relevant to the accounting profession.
3. To cultivate strong **analytical, critical-thinking, and problem-solving skills** required for complex financial decision-making and reporting.
4. To embed the PCU core values of **integrity, stewardship, and ethical practice** in all aspects of professional conduct.

#### Unique Features & PCU Advantage

- **Ethics-Driven Education:** Strong emphasis on **Christian business ethics and corporate governance** to combat corruption and promote transparency, a crucial need in the PNG and regional context.
- **Technology Integration:** Students are trained in modern accounting software and data analytics tools, preparing them for the increasing digitalization of the finance industry.
- **CPA/Licensure Focus (if needed):** Dedicated review courses and mock examinations are integrated into the final years to ensure a high success rate in professional licensure exams.

#### Career Prospects

BSA graduates are highly sought after in numerous sectors:

- **Public Practice:** Junior/Senior Auditor, Tax Consultant, Management Consultant.
- **Commerce & Industry:** Chief Financial Officer (CFO), Financial Analyst, Controller, Treasury Manager, Internal Auditor.
- **Government:** Budget Officer, State Auditor, Revenue Officer, Tax Specialist.
- **Academe:** Accounting Professor or Researcher.

#### Operational & Technical Requirements

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### **Application Submission Process (School Leavers and Non-School Leavers)**

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- Proof of Payment (i.e., Bank validated payment receipt).
- Application Fee is PGK50.00

## 2. Bachelor in Business Administration (BSBA) – 8 Semesters/4 years

The **Bachelor in Business Administration (BSBA)** program is the flagship offering of the College of Business and Management. It provides a broad foundational understanding of organizational management, resource allocation, and strategic decision-making. Students specialize in one of four high-demand majors to tailor their expertise to specific career paths.

### Program Objectives (Common to all Majors)

1. To demonstrate proficiency in core business functions, including finance, marketing, operations, and human resources.
2. To develop effective **leadership, communication, and team-building skills** essential for managing diverse teams in the PNG business environment.
3. To formulate and implement **sound and ethical business strategies** aligned with organizational goals and Christian values.
4. To conduct market research and data analysis to support informed decision-making.

### Major Specializations (Detailed)

#### o Marketing Management

- **Focus:** Training in developing, implementing, and evaluating marketing strategies to create, communicate, and deliver value to customers.
- **Specialized Courses:** Consumer Behaviour, Market Research, Digital Marketing and E-Commerce, Brand Management, Integrated Marketing Communications, and Salesmanship.
- **Career Prospects:** Marketing Manager, Brand Strategist, Advertising Executive, Digital Marketing Specialist, and Public Relations Officer.

#### o Operations Management

- **Focus:** Preparing specialists who can efficiently manage the design, operation, and control of the production and delivery of goods and services.
- **Specialized Courses:** Supply Chain Management and Logistics, Total Quality Management (TQM), Production Planning and Control, Inventory Management, and Project Management.
- **Career Prospects:** Operations Manager, Logistics and Supply Chain Manager, Quality Assurance Director, Production Supervisor, and Process Improvement Consultant.

#### o Financial Management

- **Focus:** Developing expertise in financial analysis, investment strategy, and corporate finance to maximize shareholder value and ensure long-term stability.
- **Specialized Courses:** Financial Analysis and Reporting, Investment and Portfolio Management, Banking and Financial Institutions, Corporate Finance, Capital Markets, and Risk Management.
- **Career Prospects:** Financial Analyst, Credit Manager, Corporate Treasurer, Investment Banker, and Portfolio Manager.

#### o Human Resource Management (HRM)

- **Focus:** Concentrating on the strategic management of people within an organization to optimize performance, productivity, and employee well-being.
- **Specialized Courses:** Labour Relations and Law, Compensation and Benefits Administration, Training and Development, Performance Management Systems, Organizational Development, and Human Resource Information Systems (HRIS).
- **Career Prospects:** HR Manager, Compensation Specialist, Training and Development Officer, Recruitment Specialist, and Labour Relations Consultant.

### **PCU Advantage**

The BSBA program uniquely focuses on **Christian Entrepreneurship** and the establishment of socially responsible businesses, encouraging graduates to contribute to community development in PNG. An intensive **Business Plan Development** capstone project is mandatory for all majors.

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### 3. Bachelor in Micro-Finance (BMF) – 8 Semesters/4 years

The **Bachelor in Micro-Finance (BMF)** is a distinctive program designed to meet the growing need for financial inclusion professionals in the informal and semi-formal sectors of PNG's economy. This program addresses the gap in traditional banking by focusing on providing financial services to low-income earners, small businesses, and rural communities.

#### Program Objectives

1. To master the principles and practices of micro-lending, micro-savings, micro-insurance, and remittances tailored for the unbanked.
2. To develop skills in **risk assessment and management** unique to the micro-finance environment, including group lending methodologies.
3. To understand the regulatory, social, and economic context of micro-finance institutions (MFIs) in PNG and the Asia-Pacific region.
4. To promote micro-enterprise development and sustainable livelihoods through financial literacy and empowerment.

#### Unique Features & PCU Advantage

- **Community Immersion:** Strong emphasis on fieldwork and community-based projects to understand the socio-economic realities of target beneficiaries in PNG.
- **Social and Spiritual Impact:** The program integrates the Christian ethic of service and stewardship, aiming to produce MFI managers who view their work as a ministry of economic empowerment.

#### Career Prospects

Graduates are prepared for leadership roles in:

- Micro-Finance Institutions (MFIs) as Branch Manager, Loan Officer, or Credit Analyst.
- Development Banks and Commercial Banks (in their financial inclusion departments).
- Non-Governmental Organizations (NGOs) focused on poverty reduction and economic empowerment.
- Starting their own micro-finance ventures or financial cooperatives.

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## 4. Bachelor in Church Management (BCM) – 8 Semesters/4 years

The **Bachelor in Church Management (BCM)** program is a specialized degree designed to professionalize the administration, governance, and resource management of churches and faith-based non-profit organizations (FBNPOs). It addresses the complex need to balance spiritual mission with sound organizational practices.

### Program Objectives

1. To apply modern management, finance, and human resource principles to the non-profit and church environment.
2. To ensure legal compliance, transparent financial stewardship, and good governance in all church operations.
3. To develop proficiency in resource mobilization, fundraising, and the management of church properties and facilities.
4. To foster ethical and pastoral leadership that integrates faith principles with administrative excellence.

### Unique Features & PCU Advantage

- **Dual Focus:** Graduates are equipped for both administrative roles and advisory roles to pastoral leadership, understanding the specific cultural and spiritual dynamics of the church in PNG.
- **Integrity and Accountability:** A major focus on accountability mechanisms to ensure the integrity of financial and human resources, thereby strengthening public trust in FBNPOs.

### Career Prospects

- Church Administrator/Business Manager
- Director of Finance or HR in a Denominational Headquarters
- Mission Organization Director
- Manager of Church-owned Institutions (e.g., schools, hospitals, retreat centres)
- Non-Profit Governance Consultant

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## 5. Bachelor in Social Work (BSW) – 8 Semesters/4 years

The **Bachelor in Social Work (BSW)** program is dedicated to preparing ethical and competent professional social workers committed to promoting human rights, social justice, and systemic change in the community. The program emphasizes both clinical and community-based practice relevant to the diverse social challenges in PNG.

### Program Objectives

1. To master theories and methods of social work intervention (case work, group work, and community organizing).
2. To critically analyze social welfare policies and their impact on vulnerable populations, including women, children, the elderly, and people with disabilities.
3. To develop skills in client assessment, ethical decision-making, counselling, and advocacy in multicultural and complex settings.
4. To apply a **strengths-based and faith-informed perspective** to empower individuals and communities to achieve self-reliance.

### Unique Features & PCU Advantage

- **Trauma-Informed Practice:** Special focus on addressing the unique trauma and resilience factors prevalent in post-conflict and rapidly developing societies like PNG.
- **Community Development Focus:** A strong emphasis on **empowerment and sustainable development** models, equipping graduates to be leaders in community action rather than just service providers.

### Career Prospects

- Professional Social Worker in government welfare departments (e.g., child protection, correctional services).
- Case Manager/Counsellor in NGOs or hospitals.
- Community Development Officer for local government or international aid agencies.
- School Social Worker or Guidance Counsellor.

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## **6. Bachelor in Real Estate Management (BSREM) – 8 Semesters/4 years**

The **Bachelor in Real Estate Management (BSREM)** program is designed to produce highly knowledgeable and ethical professionals qualified to handle various facets of the real estate industry, from valuation and brokerage to property management and development. This program addresses the accelerating demand for formalized real estate expertise in PNG's expanding property market.

### **Program Objectives**

1. To acquire comprehensive knowledge of real estate principles, laws, market analysis, and ethical practice.
2. To develop technical competence in real estate appraisal (valuation) using internationally accepted methodologies.
3. To master the skills required for efficient property management and successful real estate brokerage and marketing.
4. To understand the financial, legal, and economic forces that shape the real estate sector and land use in PNG.

### **Unique Features & PCU Advantage**

- **Ethical and Legal Focus:** Strong emphasis on the **Torrens System of Land Registration** and adherence to ethical standards, crucial for combating land disputes and ensuring integrity in PNG transactions.
- **Local Market Context:** Courses specifically address the unique challenges of land tenure, customary land rights, and property valuation in the context of Port Moresby and other key PNG urban centres.

### **Career Prospects**

- Licensed Real Estate Broker
- Real Estate Appraiser/Valuer
- Property Manager or Facilities Manager for commercial/residential complexes
- Land Development Specialist
- Real Estate Consultant or Investment Analyst

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## 7. Bachelor in Hospitality Management (BSHM) – 8 Semesters/4 years

The **Bachelor in Hospitality Management (BSHM)** program is designed to develop highly skilled, service-oriented, and leadership-capable professionals for the accommodation, food and beverage, and tourism-related sectors. It emphasizes practical skills and operational excellence to meet the service quality demands of the industry.

### Program Objectives

1. To develop proficiency in core hospitality operations, including front office, housekeeping, culinary arts, and food & beverage service.
2. To acquire the management skills needed to lead and operate hospitality establishments efficiently and profitably.
3. To master the principles of quality customer service, guest experience management, and complaint resolution.
4. To instil a professional work ethic, positive attitude, and adherence to ethical, health, and safety standards.

### Unique Features & PCU Advantage

- **Service Excellence:** Focus on delivering high-level service in a multicultural environment, essential for PNG's growing business and leisure tourism sectors.
- **Entrepreneurship Track:** Integration of courses to encourage graduates to start their own hospitality ventures (e.g., boutique hotels, catering services, or eco-lodges).

### Career Prospects

- Hotel General Manager or Department Head (Front Office, Food & Beverage, Housekeeping).
- Restaurant Manager or Chef.
- Catering and Events Manager.
- Cruise Ship Staff or Airlines Ground Crew.
- Hospitality Management Consultant.

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## 8. Bachelor in Tourism (BST) – 8 Semesters/4 years

The **Bachelor in Tourism (BST)** program prepares professionals for the diverse and rapidly evolving tourism and travel industry, focusing on sustainable practices, destination development, and cultural interpretation. This program is crucial for PNG, which possesses rich cultural heritage and immense potential for eco- and cultural tourism.

### Program Objectives

1. To master the principles of travel and tour operations, including itinerary planning, ticketing, and tour guiding.
2. To analyze the economic, environmental, and socio-cultural impacts of tourism on host communities.
3. To develop skills in tourism marketing, destination branding, and visitor experience management.
4. To advocate for and implement **sustainable and responsible tourism practices** that preserve PNG's natural and cultural resources.

### Unique Features & PCU Advantage

- **Sustainable and Cultural Tourism:** Deep focus on PNG's unique cultural groups and biodiversity, training graduates to develop tourism products that are authentic and environmentally sound.
- **Community Partnership:** Emphasis on collaborating with local communities for tourism projects, ensuring fair economic benefit-sharing.

### Career Prospects

- Tour Operator or Travel Agency Manager.
- Destination Marketing Manager for a Tourism Board (e.g., PNG Tourism Promotion Authority).
- Eco-Tour Guide or Cultural Interpreter.
- Airline Reservation and Ticketing Agent.
- Manager of a Protected Area or Cultural Heritage Site.

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