



MARIANO MARCOS STATE UNIVERSITY

Incorporation of SDG Concepts in AgEx110 (Community Development)

In the past years, MMSU has institutionalized the discussion of SDGs in its general education subjects, such as SocSc11 (Gender and Society), SocSci03 (Contemporary World), and STS01 (Science, Technology, and Society).

In 2023, by virtue of the Memorandum Order issued by the Office of the Vice President for Academic Affairs, the university identified another professional course that shall discuss the SDG concepts – AgEx110 (Community Development) in detail.

AgEx110 is a three-unit course designed to study the concept, characteristics, and community development processes, emphasizing the Philippine setting. In addition, the course relates communication as part of the process in all the stages of community development.

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CAS-LL-SYL-AgExt100

Community Development

VISION OF THE

UNIVERSITY

A premier Philippine university by 2028.

MISSION OF THE

UNIVERSITY

CORE VALUES

To develop virtuous human capital and sustainable innovations in a knowledge-driven global economy.

Knowledge – Upholding knowledge as empowerment, we aim to develop intelligent individuals who can make informed decisions.

Inclusivity – We support and encourage diversity and collaboration, engaging in programs that promote growth and development for all sectors of society.

Professionalism – Reared in a merit-based environment, we commit ourselves to the highest standards of ethics and professionalism.

Spirituality and Social Responsibility – We are committed to providing holistic development that inculcates love and service to God, humanity and the environment.

INSTITUTIONAL

OUTCOMES

Anchored on the university’s Vision, Mission, and Core Values, the Mariano Marcos State University graduates should be able to:

IO1. demonstrate adequate knowledge, skills, and attitudes to be effectively integrated into a knowledge-driven global economy;

IO2. maintain a high degree of ethics, professionalism, discipline and accountability;

IO3. communicate effectively and articulate ideas through various modalities and in diverse contexts;

IO4. commit themselves to lifelong learning and personal development to achieve excellence;

IO5. analyze problems and issues critically, and develop ideas and innovative solutions to respond to the needs of local, national and global communities;

IO6. display spiritual values through respect for and service to God, humanity, and country;

IO7. practice social and environmental responsibility;

IO8. collaborate with and maintain harmonious relationships with others;

IO9. respect multicultural diversity;

IO10. engage in activities that promote growth and empowerment for all sectors of society;

IO11. make informed, intelligent, fair and equitable decisions; and

IO12. show appreciation for and contribute to the development and preservation of cultural heritage.

GRADUATE ATTRIBUTES

- Anchored on the university’s Vision, Mission, and Core Values, MMSU graduates must be:
- globally competent;
 - professional;
 - effective communicator;
 - lifelong learner;
 - innovative;
 - spiritual;
 - socially responsible;
 - collaborative;

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9. respectful to diversity;
10. empowered;
11. critical thinker; and
12. culturally responsive.

COLLEGE GOALS

The College of Arts and Sciences aims to provide quality instruction in the arts and sciences and develop well-rounded professionals who can:

1. think critically, scientifically, and independently;
2. preserve cultural heritage;
3. become active change agents;
4. exemplifies disciplined and moral lives;
5. appreciate and cultivate arts; and
6. help improve quality of life.

PROGRAM OUTCOMES

After finishing the Bachelor of Arts in Communication program, the students should be able to:

- PO1. plan and access information needs, access and organize information and knowledge; produce, share and utilize information and knowledge;
- PO2. communicate in different formats and platforms (print, broadcast and online);
- PO3. prepare communication/media plan;
- PO4. conduct communication and media research and evaluation;
- PO5. develop and produce communication materials in different formats and platforms;
- PO6. demonstrate communication management and leadership skills;
- PO7. create entrepreneurial capabilities;
- PO8. adhere to ethical standards and practices;
- PO9. practice and practice rights and responsibilities and accountabilities in the communication profession;
- PO10. demonstrate a develop orientation in communication work; and
- PO11. apply communication theories/models, principles, practices and tools in development work.

COURSE OUTCOMES

By the end of the semester, the students must have:

- CO1. understand and apply the concept of community development;
- CO2. understand Filipino values and its implication to community development;
- CO3. understand Ilokano communities and its potentiality for development work;
- CO4. identify the roles of communities and its members in community development;
- CO5. analyze community situations, issues, and problems;
- CO6. understand and apply the concept of community organizing;

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CO7. understand the role of communication in community development; and
CO8. design an advocacy, communication, and social mobilization (ACSM) initiative.

COURSE SYLLABUS

COURSE CODE	AgEx110
COURSE TITLE	Community Development
CREDIT UNITS	3
COURSE PREREQUISITE	N/A
COURSE DESCRIPTION	AgEx110 is a three-unit course designed to study the concept, characteristics, and processes of community development, emphasizing the Philippine setting. In addition, the course relates communication as part of the process in all the stages of community development.
SDG(s) ADDRESSED	SDG 4 – Quality Education SDG 9 – Industry, Innovation and Infrastructure SDG 11 – Sustainable Cities and Communities SDG 14 – Life Below Water SDG 15 -Life on Land

CONTENT OUTLINE AND TIMEFRAME

TIME FRAME	COURSE CONTENT/SUBJECT MATTER
Week 1 (3 Hours)	Course Orientation
Week 2-3 4 (Hours)	Unit 1: Overview of Community Development
Week 3-5 (10 Hours)	Unit 2: Understanding Filipino Communities
Week 5-8 (10 Hours)	Unit 3: Roles of Communities in Development
Week 9	Midterm Examination
Week 10-13 (10 Hours)	Unit 4: Community Organizing
Week 13-16 (10 Hours)	Unit 5: Communication and Community Development
Week 16-17 (5 Hours)	Community Immersion
Week 18	Final Examination

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LEARNING PLAN:

Desired Learning Outcomes (DLO)	Course Content/Subject Matter	Teaching and Learning Activities (TLAs)	Assessment Tasks (ATs)	Resource Materials	Time Table	Values Infused/ Competencies
By the end of the chapter, the students must have: 1.shown understanding of the MMSU Mission, Vision and objectives through recitation of the Mission and Vision and explanation of the university objectives using English, Filipino or Ilokano language (IO2, IO9); 2.understand the course policies and guidelines (IO1, IO2); and 3.demonstrated engagement and involvement through feedback and reaction (IO3).	Course Orientation A. MMSU Mission B. MMSU Vision C. MMSU Objectives D. General Objectives of the course E. Requirements F. Bases of rating G. Class policies and guidelines	Lecture Question and Answer	Recitation	PowerPoint Presentation	3 hours	Understanding Appreciation Independence
By the end of the unit, the students must have: 1.understand the concept of development (IO1, IO3, IO5, IO7, IO8, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO1, CO5, CO6); 2.understand the ontological and basic concepts of community development (IO1, IO3, IO5, IO7, IO8, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO1, CO5, CO6); 3.distinguish the different characteristics of community development (IO1, IO3, IO5, IO7,	Unit 1: Overview of Community Development A. Overview of Development B. Concepts of Community Development C. Characteristics of Community Development	Lecture Class Engagement Community Immersion	Quiz Community Analysis	Learning Packets (PPT, Instructional Materials) Laptop and Projector	4 hours	Communicative Competencies Research Skills Critical Thinking, Understanding, and Decision Making

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IO8, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO1, CO5, CO6); and 4.analyze community and its various factors. (IO1, IO3, IO5, IO7, IO8, IO9, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO1, CO3, CO5, CO6)						
By the end of the unit, the students must have: 1.describe Filipino values (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO2, CO5); 2.understand the implications of the strengths and weaknesses of Filipino values to community development (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO2, CO5); 3.understand the kinds of people in communities (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO2, CO4, CO5); and 4.analyze Ilokano Communities (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO2, CO3, CO4, CO5).	Unit 2: Understanding the Filipino Communities A. Filipino Values (Strengths, Weaknesses, Implications) B. Kinds of People in Communities C. Ilokano Communities	Lecture Review of Selected Readings	Quiz Community Analysis Sociogram	Learning Packets (PPT, Instructional Materials) Laptop and Projector	10 Hours	Critical Thinking Creativity Organization Collaboration Research Skills
By the end of the unit, the students must have: 1. understand the roles of communities and its members in community development (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12,	Unit 3: Roles of Communities in Development A. Structures B. Organizations C. Programs D. Involvement	Lecture Community Analysis	Quiz Case Analysis	Learning Packets (PPT, Instructional Materials) Laptop and Projector	10 Hours	Critical Thinking Creativity Organization



PO1, PO4, PO8 PO9, PO10, PO11, CO1, CO4, CO5); 2. describe the different structure and organizations in communities (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO1, CO4, CO5); and 3. analyze community programs (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO1, CO4, CO5).						Collaboration Research Skills
Midterm Examination					1 Hour	
By the end of the unit, the students must have: 1.analyze and identify community problems and needs (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO1, CO5, CO6); 2. understand the various concepts related to community organizing (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO1, CO5, CO6); and 3. understand the steps and processes in community organizing (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12, PO1, PO4, PO8 PO9, PO10, PO11, CO1, CO5, CO6).	Unit 4: Community Organizing A. Concepts B. Principles C. Processes D. Steps	Lecture Review of Selected Readings and Case Studies	Quiz Analysis of Community Issues	Learning Packets (PPT, Instructional Materials) Laptop and Projector	10 Hours	Critical Thinking Organization Collaboration Research Skills
By the end of the unit, the students must have: 1.understand the communication processes in community development (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12, PO1, PO2,	Unit 4: Communication and Community Development A. Roles of Communication in Community Development	Lecture Review of Related Readings and Cases Studies	Quiz Community Analysis	Learning Packets (PPT, Instructional Materials) Laptop and Projector	10 Hours	Critical Thinking Creativity



PO4, PO8 PO9, PO10, PO11, CO1, CO5, CO7); 2. understand advocacy, social mobilization, community communications, and social and behavioral change communication (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12, PO1, PO2, PO4, PO8 PO9, PO10, PO11, CO1, CO5, CO7); and 3.design an advocacy, communication, and social mobilization (ACSM) initiative (IO1, IO3, IO5, IO6, IO7, IO8, IO9, IO10, IO12, PO1, PO2, PO3, PO4, PO5, PO6, PO8 PO9, PO10, PO11, CO1, CO5, CO7).	B. Advocacy C. Social and Behavioral Change Communication D. Community Communication E. Social Mobilization	Community Analysis	Preparation of ACSM Community Development Initiative			Organization Collaboration Media Production Skills Research Skills
By the end of the community immersion, the students must have: 1.understand the entirety of one's barangay including the needs and challenges relevant for a community development initiative; (IO1, IO2, IO3, IO4, IO5, IO6, IO7, IO8, IO9, IO10, IO11, IO12, PO1, PO2, PO3, PO4, PO5, PO6, PO8 PO9, PO10, PO11, CO1, CO5, CO7, CO8). and 2. design and implement a community development initiative (IO1, IO2, IO3, IO4, IO5, IO6, IO7, IO8, IO9, IO10, IO11, IO12, PO1, PO2, PO3, PO4, PO5, PO6, PO8 PO9, PO10, PO11, CO1, CO5, CO7, CO8).	Community Immersion	Immersion Data Gathering (Research, Interview)	Ready to implement Community Development Initiative	Learning Packets (PPT, Instructional Materials) University Vehicle for the Arranged Travel	5 Hours	Collaboration Research Skills Communicative Competencies Organization Media Presentation Skills Presentation Skills
Final Examination					1 hour	



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COURSE REQUIREMENTS

- 1.Community Analysis
- 2.Reflection Papers
- 3.ACSM Initiative
- 4.Community Immersion (Arranged Travel)

PERFORMANCE STANDARD (ASSESSMENT CRITERIA)

Midterm Examination	15%
Final Examination	15%
Major Outputs	70%
& Other Requirements:	
Attendance	5%
Quizzes	10%
Participation	5%
Major Outputs	50%
100%	

COURSE POLICIES

Students enrolled in this course are expected to observe the following policies:

1. Make sure you are officially enrolled in this class as shown in your validated enrollment form (Form 5).
2. Face-to-face classes will be adopted. In case flexible learning would be necessary, the online platform to be used will be the mVLE.
3. The modes of communication will be email, Messenger chat group, and mobile phone call/text messages. Please check these regularly to update yourself with announcements and notices.
4. Examinations will be done in-person at specific periods to be communicated to you.
5. Students are expected to respect the time of other people. Hence, if consultation with the instructor beyond the specified consultation hours is necessary, please make an appointment.
6. Rubrics for grading the course requirements will be given.
7. Attendance will be checked. In case of absences due to valid reasons, please inform your professor. Be sure to bring an excuse slip from the Guidance Office when you report back to class. As per university policy, the number of allowable absences should not exceed 20% of the total number of contact hours. When 20% is exceeded, you will be dropped from the class.
8. Always submit your course requirements and assignments on time.
9. Academic honesty is valued in this course. Always cite your sources and give credit to whom it is due. Plagiarism and cheating during examinations will not be tolerated.
10. Active participation in classroom discussions is highly encouraged. In doing so, always express your views, ideas, and opinions in a manner that does not offend or disrespect other people. Profane language should not be used inside the classroom.
11. To show courtesy to others during classes, please set your cellphone to silent mode so it would not disturb the class.

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Date: January 15, 2023

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