



Module 12

Synthesis Part 2: Localizing the Vision

From global sustainability to local execution — your analytical training becomes a real instrument for community transformation.

C-AE24 STRATEGIC BUSINESS ANALYSIS

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Our Institutional Identity

Every strategy is anchored in three non-negotiable pillars.

Biasa

Academic Excellence &
Technical Mastery

Maganaca

Christian Formation & Ethical
Values

Mayap

Active, Hands-On Community Service



PILLAR 1

Biasa

Academic Excellence

Reject guesswork. Bring your full diagnostic toolkit to every community engagement.

- Structured gap analyses
- Formal waste audits
- Data-backed recommendations
- Identify hidden bottlenecks & resource leakages

📄 Your education is a precision tool — use it to solve real economic problems.



PILLAR 2

Maganaca

Christian Formation

Business strategies anchored in Catholic Social Teachings.

- Stewardship of Creation
- Preferential Option for the Poor
- Efficiency that never compromises human dignity
- Deep humility over corporate detachment

Our Guiding Principle

Business exists to serve humanity — not the other way around.

Logic is most powerful when guided by compassion and faith.



PILLAR 3

Mayap

Community Service — The Action Phase



Roll up your sleeves

Work directly alongside community partners to implement new workflows



Transfer knowledge

Build local capability so systems outlive your project



Leave tools behind

Permanent upgrades — not one-time deliverables

The Synergy of Three Pillars

Alone, each pillar is incomplete. Together, they create an ironclad consultant.

Sharp Mind

Biasa identifies true
bottlenecks

Compassionate Heart

Maganaca designs fair
systems

Ready Hands

Mayap secures long-term success

The authentic Assumptionist consultant uses data to
diagnose, ethics to design, and service to deliver.

Choose Your Fieldwork Pathway

Select the playbook that best matches your community partner's immediate needs.

Pathway 1

Eco-Efficiency Consulting

For local micro-enterprises

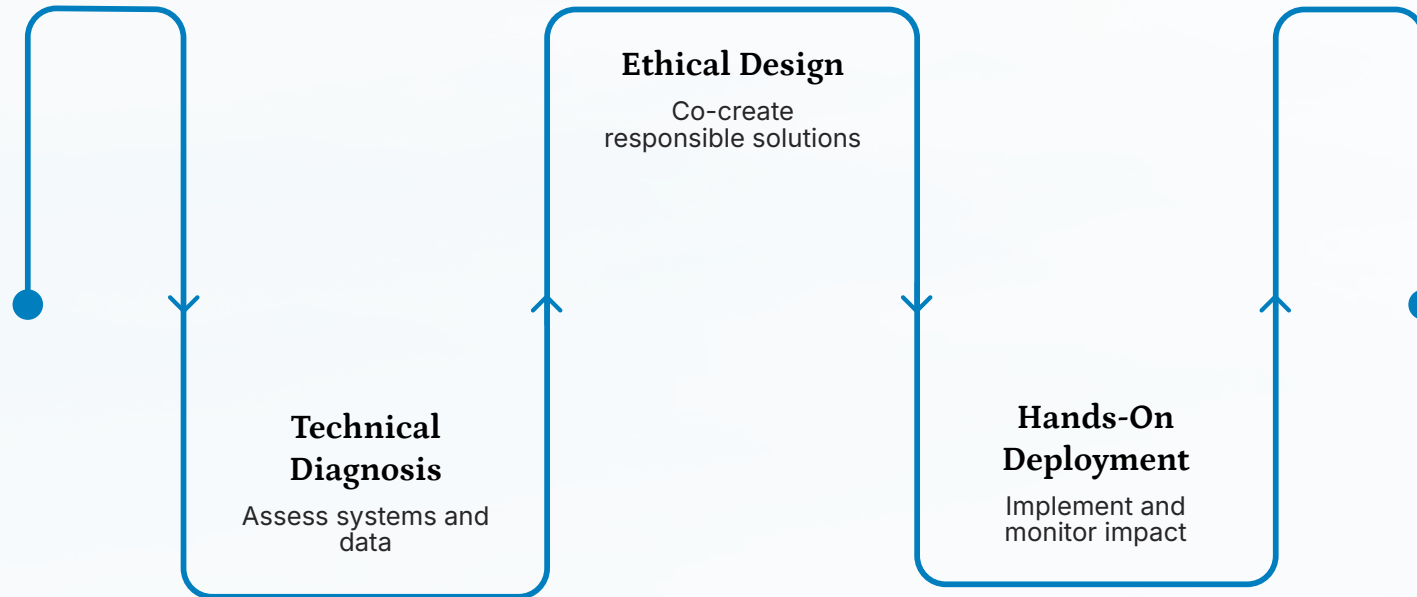
- SDG 12: Responsible Consumption
- SDG 13: Climate Action

Pathway 2

Financial Literacy & Digital Inclusion

For cooperatives & grassroots associations

- SDG 8: Decent Work & Economic Growth
- SDG 10: Reduced Inequalities



Both pathways follow the same three-phase approach — this is not a simulation. You are working with a live business and real consequences.

Eco-Efficiency for Micro-Enterprises

Target Partners

Sari-sari stores, carinderias, home-based bakeries

Core Goal

Prove that sustainability = financial savings

SDGs Targeted

SDG 12 · SDG 13

Reduce plastic waste, prevent food spoilage, and lower electricity use — lower monthly costs and protect the local ecosystem simultaneously.



PATHWAY 1 · PHASE 1

Technical Diagnosis

Biasa in Action

Map every step of the value chain —
from raw materials to waste disposal.



Plastic Spending

Are single-use bags eating into margins?

Food Spoilage

Is poor storage causing inventory loss?

Energy Spikes

Are aging appliances draining electricity costs?

Ethical Design

Maganaca in Action — Grounded in Laudato Si'

The Balance

Eco-friendly solutions must never crush fragile profit margins.

- Design low-cost green alternatives
- Customer reward system for reusable containers
- First-in, first-out inventory workflow to eliminate food waste

Design a system where ecology and economy support each other — not compete.



Hands-On Deployment

Mayap in Action



Reorganize Inventory

Prevent spoilage through smarter shelf layout



Build Waste-Segregation Bins

Simple visual systems that owners can maintain



Install Visual Signage

Attract patrons to sustainable habits

Work side-by-side until the new habits stick. Teaching through action builds confidence and ensures permanent adoption.



PATHWAY 2

Financial Literacy & Digital Inclusion

Target Partners

Tricycle/jeepney associations,
market vendor collectives,
community credit unions

Core Goal

Dismantle structural barriers to
digital economic participation

SDGs Targeted

SDG 8 · SDG 10

These workers are excluded not by choice — but by lack of access. Your team changes that.



PATHWAY 2 · PHASE 1

Technical Diagnosis

Biasa in Action

Conduct a Gap Analysis of current cooperative management practices.

- Still using manual paper ledgers prone to error?
- No digital payment channels like GCash or Maya?
- Evaluate baseline digital literacy
- Map specific bottlenecks preventing scale

❏ Translate complex accounting concepts into an accessible, tailored curriculum.

Ethical Design

Maganaca in Action — Radical Solidarity

Core Principles

- Approach partners as absolute equals
- Zero condescension — zero superiority
- Promote transparency, fairness, and mutual trust

What You Design

- Bookkeeping systems that make internal fraud impossible
- Fair profit-sharing and dividend tracking
- A culture of financial integrity embedded in every module

Not just *how* to use software — but *why* honest record-keeping matters.

Hands-On Deployment

Mayap in Action — Peer-to-Peer Training

01

Sit Side-by-Side

One student, one cooperative member — navigate systems together

03

Confirm Confidence

Stay until they can record a transaction, verify a balance, and secure their account independently

02

Master the Tools

Download, secure, and practice electronic bookkeeping or merchant wallets



The Fieldwork Assessment Matrix

Not just a checklist — a reflective tool to track how your team blended frameworks with institutional identity.



PROJECT & PARTNER DATA:
Location, partner name, SDGs targeted.



BIASA COMPONENT:
Diagnostic tools, key data findings.



MAGANACA COMPONENT:
Ethical choices, faith reflections.



MAYAP COMPONENT:
Physical deliverables, tools left behind.



UNIVERSITY CHARISMS EMBODIED:
Values in action.

The matrix pairs rapid field action with deep critical reflection — documenting your growth as both analyst and Christian leader.

Project & Partner Data

Precision matters. Anchor your report in a real place and time.

Partner Profile

Name, nature, and exact barangay location

Chosen Pathway

Pathway 1 or Pathway 2

SDG Targets

Specific goals your team pursued



Evaluating Biasa

Prove your technical competence with precise evidence

What to Document

- Diagnostic tools deployed
- Structural gaps and bottlenecks uncovered
- Value chain findings, waste audit results, or gap analysis diagrams

"The value chain analysis revealed a **12% inventory spoilage rate** due to improper thermal storage."

Specific data — not vague impressions.

Evaluating Maganaca

Look beyond the numbers — reflect on how your faith took concrete shape



Stewardship of Creation

How did your choices show respect for the environment?



Dignity of the Poor

How did your designs protect human livelihoods over efficiency?



Ethical Dilemmas

How did your team handle conflict, promote integrity, and stay humble?



Catholic Social Teachings turned a standard diagnostic project into a meaningful expression of faith and solidarity.



MATRIX · SECTION 4

Evaluating Mayap

Document your physical footprint of service

What did you build, install, or leave behind?

Prove your partner can maintain every system completely on their own.

Electronic Ledger

Customized spreadsheet tailored to the partner

Waste Segregation System

Visual bins physically installed on-site

Digital Wallet Training

Hours of one-on-one guided setup

Witnessing the University Charisms

The final matrix section: how did your fieldwork embody UA's institutional identity?



Excellence

Professional-grade diagnostics in a real community setting



Mission

SDG targets embedded in local action



Relationship

Deep listening over detached consulting



Values

Ethical reflection at every design decision



Catholicity

Radical brotherhood with every partner



Leadership

Decisive action when unexpected bottlenecks arise

Navigating Fieldwork Challenges

Fieldwork is unpredictable. Adapt with logic and empathy.

Common Challenges

- Partner skeptical of digital tools
- Missing or incomplete business data
- Scheduling conflicts and logistical gaps
- Communication breakdowns within your team

The Analyst's Response

- Don't force — prioritize relationship first
- Missing data? Build a baseline from scratch
- Every obstacle is a leadership test
- Flexibility and patience are professional skills

📌 Every field challenge shapes you into a more flexible, human-centered professional.



Synthesizing the Full Experience

This project is the culmination of your entire strategic business analysis course.

Data Management	Value Chain Design	Financial Modeling
Change Facilitation	Institutional Values	

Business skills are not locked inside corporate towers. In your hands, these tools become **weapons for social justice, community service, and ethical leadership.**

Professional excellence and a deep love for Christ can burn brightly in the exact same career.

Your Field Mandate: Step Up and Lead

1

Form Your Group

Select a pathway & identify your local partner

2

Enter the Field

Track every data point, reflection, and upgrade in your matrix

3

Leave a Legacy

Permanent efficiency and dignity in your neighborhood

The classroom is over. The community is waiting. **Your field mandate begins right now.**



Final Execution Checklist

Before you step onto the fieldwork pavement — verify these five commitments.

1

Confirm Communication

Partner understands scope, timeline, and expectations

2

Prepare Your Tools

Data sheets, audit templates, and visual aids properly formatted

3

Update Daily

Log raw field thoughts immediately — authentic insights fade fast

4

Communicate Openly

Split tasks evenly; no single teammate carries the load

5

Represent UA with Pride

Absolute professionalism and humility in every conversation

Go transform data into development.