

658.382

V42

2002

NOVARTIS HEALTHCARE PHILIPPINES, INCORPORATED  
MAKATI CITY.

**FIELD STUDY**

WINNIE G. VARIAS

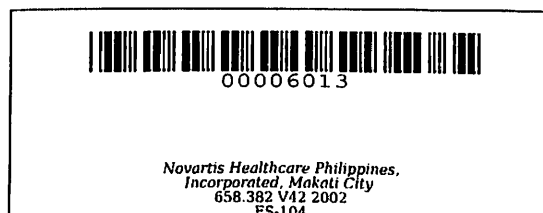
College of Economics, Management  
and Development Studies  
CAVITE STATE UNIVERSITY  
Indang, Cavite

APRIL 2002

**NOVARTIS HEALTHCARE PHILIPPINES, INCORPORATED  
MAKATI CITY**

**Field Study Report  
Submitted to the Faculty of the  
Cavite State University  
Indang, Cavite**

**In partial Fulfillment  
of the requirements for the degree of  
Bachelor of Science in Business Management  
(Major in Marketing)**



**WINNIE G. VARIAS  
April 2002**

## **ABSTRACT**

**VARIAS, WINNIE G. Novartis Healthcare Philippines, Incorporated, Animal Health Sector, Makati City.**Field Study. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2002.Adviser: Ms. Ma. Judith Buena.

A field study was conducted at Animal Healthcare Philippines, Incorporated located at 3/F Asian Reinsurance Building corner Gamboa and Salcedo Streets, Legaspi Village, Makati City. There was an exposure to the firm's different management operations and the opportunity to apply knowledge acquired in classroom discussion.

Data and information were gathered from company's records/files and through research, observation and personal interview with the staff of different department.

The field study covered 480 hours of training in the firm including data gathering. It was an exposure to the different activities for future employment.

The field study conducted complements with the theories learned in the classroom discussion. It provided wide experiences to the students to develop their skills particularly in dealing with the management's relationships. The cooperating firm in return needs to conduct a well-planned programmed trainee's orientation to come up with a better apprenticeship.

Novartis Healthcare Philippines, Incorporated is well known for improving health and well being around the globe through innovative products and services. It is a multinational company based in Switzerland and has approximately 100,000 employees worldwide and five core businesses in: pharmaceuticals; consumer health; generics; eye-care; and animal health.

Novartis Animal Health applies the tools of Healthcare to increasing the quality of life and life expectancy of companion animals and the health and productivity of farm animals.

During the span of the training in Novartis Healthcare Philippines, Incorporated, the following skills were developed: proper dealing with the employees, the use of the computer, fax and photocopying machines, proper use of telephone and proper dress code.

## TABLE OF CONTENTS

	Page
TITLE PAGE.....	i
APPROVAL SHEET.....	ii
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT.....	iv
ABSTRACT.....	vii
LIST OF FIGURES.....	xii
LIST OF APPENDICES.....	xiii
INTRODUCTION.....	1
Objectives of the Field Study.....	3
Importance of the Field Study.....	3
METHODOLOGY.....	4
Time and Place of the Study.....	4
Data Collection.....	4
Scope and Limitation of the Field Study.....	4
THE FIRM.....	5
Historical Background.....	5
Organization and Management.....	6
Human Resource Management.....	11
Recruitment of Employees.....	13
Training and Professional Development.....	13
Promotions and Transfers.....	15

	Page
Management Policies.....	16
Work Schedule.....	17
Wages and Salaries.....	21
Motivation and Incentives.....	22
Bonuses.....	22
Paid Leaves.....	23
Financial Assistance.....	26
Health Programs for Employees.....	28
Health Programs for Dependents.....	30
Employee Insurance Programs.....	31
Company Car.....	31
Gratuity Pay.....	32
Retirement Program.....	32
Service Recognition Program.....	32
Christmas Basket.....	32
Problems Encountered by the Firm.....	33
Future Plans.....	33
FIELD STUDY EXPERIENCES.....	35
Reflections/ Insights.....	37
Observations.....	38
Problems Encountered by the Students.....	38
SUMMARY.....	39

	Page
RECOMMENDATION.....	41
BIBLIOGRAPHY.....	42
APPENDICES.....	43

## **LIST OF FIGURES**

<b>Figure</b>		<b>Page</b>
1	Location map of Novartis Healthcare Philippines, Incorporated.....	7
2	Plant Lay-out of Novartis Animal Health Sector (3 <sup>rd</sup> floor)..	8
3	Organizational Structure of Novartis Animal Health.....	9
4	Organizational Chart of Human Resource Department of Novartis.....	12
5	Procedural Steps in the Recruitment of Employees of Novartis.....	14



**LIST OF APPENDICES**

<b>Appendix</b>		<b>Page</b>
1	Letter of Request.....	44
2	Acceptance Letter.....	46
3	Endorsement Letter.....	48
4	Memorandum of Agreement.....	50
5	Certification of Completion.....	53
6	Program of Work.....	55

**NOVARTIS HEALTHCARE PHILIPPINES, INCORPORATED**  
**MAKATI CITY<sup>1/</sup>**

**Winnie G. Varias**

---

<sup>1/</sup>A field study submitted to the faculty of the Department of Management, College of Economics, Management, and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management, major in Marketing with Contribution No. FS 2002 – BM04 - 061. Prepared under the supervision of Ms. Judith Buena.

---

**INTRODUCTION**

Animal Health is dedicated to improving the health, well being and productivity of farm animals that are so vital to the world economy, by developing products to control the parasites that attack them, the diseases that infect them, and the insect pests that invade their environment ([http: www.google.com](http://www.google.com) visited November 12,2001 1:00 P.M.)

The bulk of the country's food and draft animal resources are in the hands of individual farmer owners in the countryside. Except in few areas where private and government initiate for better ways of raising animals have gained acceptance, most rural animal owners still practice age-old traditions of animal raising. The explanation for this phenomenon common in developing countries appears elusive. However, this apparent ambivalence to adopt available technologies is one of the major constraints to the optimum development of the country's livestock resource as a rewarding means of livelihood. Animal raising imposes certain responsibilities to the raiser not only for his own good but also for the animal as well as the general public. Definitely, a healthy