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## INCREASING BSBA STUDENTS SELF CONFIDENCE THROUGH POSITIVE SELF-TALK: A BUSINESS PLAN

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### ABSTRACT

This study aimed to Analyze the Increasing BSBA Students Self Confidence Through Positive Self-Talk: A Business Plan. The respondents of the study were 72 Marketing Students of Dr. Francisco L. Calingasan Mem. Colleges Foundation Inc. Frequency counts/ Percentage, Weighted Mean and Standard Deviation, F-Test and T-Test and Pearson r were used in the data analysis. The findings revealed Increasing BSBA Students Self Confidence Through Positive Self-Talk: A Business Plan includes Self-Centered Confidence, Perfection-Seeking Confidence, and Self-Expression Confidence. A Management Plan must be drawn based on the findings of the study.

**Keywords:** *Increasing BSBA Students Self Confidence Through Positive Self-Talk: A Business Plan, Self-Centered Confidence, Perfection-Seeking Confidence, and Self-Expression Confidence*

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