

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Major in: Marketing Management

FIRST YEAR - FIRST SEMESTER					
Course No.	Description	Units	LEC.	LAB.	PRE-REQUISITE
Eco 1	Intro. To Economics w/ Land Reform & Tax.	3	54	-	None
Eng 1	Communication Skills, Part 1	3	54	-	None
Fil 1	Sining ng Pakikipagtalastasan	3	54	-	None
Math 1	College Algebra	3	54	-	None
IT 1	Information Technology (non-lab)	3	54	-	None
SocSci 1	Society and Culture with Family Planning	3	54	-	None
PE 1	Fundamentals of Physical Education	2	36	-	None
NSTP 1	Citizens' Welfare Training Service	3	54	-	None
TOTAL UNITS		23	414		

FIRST YEAR - SECOND SEMESTER					
Course No.	Description	Units	LEC.	LAB.	PRE-REQUISITE
Acctg 1	Fundamentals of Accounting, Part 1	6	98	10	None
Eng 2	Communication Skills, Part 2	3	54		Eng 1
Math 2	Mathematics of Investment	3	54	-	Math 1
NatSci 1	Biological Science (non-lab)	3	54	-	None
SocSci 2	Phil. History with Politics and Governance	3	54	-	None
PE 2	Folk, Classical and Contemporary Dances	2	36	-	PE 1
NSTP 2	Citizens' Welfare Training Service	3	54	-	NSTP 1
TOTAL UNITS		23	404	10	

SECOND YEAR - FIRST SEMESTER					
Course No.	Description	Units	LEC.	LAB.	PRE-REQUISITE
Acctg 2	Fundamentals of Accounting, Part 2	6	98	10	Acctgt 1
Eng 3	Speech Communication	3	54	-	Eng. 2
Fil 2	Pagbasa/Pagsulat sa Ibat-ibang Disiplina	3	54	-	Fil 1
Fin 1	Basic Finance	3	54	-	None
Mngt 1	Principles of Management and Organization	3	54	-	None
NatSci 2	Physical Science (non-lab)	3	54	-	None
GenPsy	General Psychology	3	54	-	None
PE 3	Individual/Dual Sports	2	36	-	PE 1
TOTAL UNITS		26	458	10	

SECOND YEAR - SECOND SEMESTER					
Course No.	Description	Units	LEC.	LAB.	PRE-REQUISITE
Hum 1	Art, Man and Society	3	54	-	None
Lit 1	Philippine Literature	3	54	-	Eng. 2
Math 3	Business Statistics w/ Comp. Application	3	50	4	Math 1
Mktg 1	Principles of Marketing	3	54	-	Mngt 1
Mngt 2	Human Behavior in Organization	3	54	-	Mngt 1
Philo 1	Intro. To Philo. with Logic & Critical Thinking	3	54	-	None
Rizal	Life and Works of Rizal	3	54	-	None
PE 4	Team Sports	2	36	-	PE 1
TOTAL UNITS		23	410	4	

THIRD YEAR - FIRST SEMESTER					
-----------------------------	--	--	--	--	--

Course No.	Description	Units	LEC.	LAB.	PRE-REQUISITE
Comp 1	Fund of Computer Software & Applications	3	10	44	IT 1
Eco 2	Microeconomics Theory and Practice	3	54	-	Eco 1
Math 5	Quantitative Techniques in Business	3	54	-	Math 3
Mktg 2	Professional Salesmanship	3	54	-	Mktg 1
Mktg 3	Advertising	3	54	-	Mktg 1
Mktg 4	Retail Management	3	54	-	Mktg 1
Mktg	Elective	3	54	-	
	TOTAL UNITS	21	334	44	

THIRD YEAR - SECOND SEMESTER					
Course No.	Description	Units	LEC.	LAB.	PRE-REQUISITE
BL 1	Law on Obligations and Contracts	3	54	-	Eng 3
Comp 2	Fund of Progmng. & Dbase Applications	3	10	44	Comp 1
Eng 4	Technical Writing in Business	3	54	-	Eng 2
Mktg 6	Marketing Research	3	54	-	Mktg 1
Mktg 7	Product Management	3	54	-	Mktg 1
Mktg	Elective	3	54	-	
Res 1	Operations Research	3	54	-	Math 5
	TOTAL UNITS	21	334	44	

FOURTH YEAR - FIRST SEMESTER					
Course No.	Description	Units	LEC.	LAB.	PRE-REQUISITE
BL 2	Law on Business Organization	3	54	-	BL 1
Mngt 13	Total Quality Management	3	54	-	Mngt 1
Mktg 9	Distribution Management/Logistics	3	54	-	Mktg 1
Mktg 14	Marketing Management	3	54	-	Mktg 1 & Mngt 1
Mktg	Elective	3	54	-	
Tax 1	Income Taxation	3	54	-	Acctg 2
	TOTAL UNITS	18	324		

FOURTH YEAR - SECOND SEMESTER					
Course No.	Description	Units	LEC.	LAB.	PRE-REQUISITE
BusPrac	Business Practicum	6		-	Senior Status*
Mktg 15	Strategic Marketing Management	3	54	-	Mktg 1
Mngt 5	Good Governance & Corp. Responsibility	3	54	-	Mngt 1, BL 2
Mktg	Elective	3	54	-	
Mngt	Elective	3	54	-	
	TOTAL UNITS	18	216		

* At least 80% of the curriculum units earned

Electives					
Course No.	Description	Units	LEC.	LAB.	PRE-REQUISITE
Mktg 10	Services Marketing	3	54	-	Mktg 1
Mktg 12	International Marketing	3	54	-	Mktg 1
Mktg 13	Special Topics in Marketing Management	3	54	-	Mktg 1
Mktg 16	Franchising	3	54	-	Mktg 1
Mktg 5	Consumer Behavior	3	54	-	Mktg 1
Mngt 9	Entrepreneurial Management	3	54	-	Mngt 1