



BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION Major in Marketing Management
Effective AC 2022-2023
(based on CMO No. 17 s. 2017)

| FIRST YEAR | | | | | | | | | |
|----------------|--|-------------|-------------|--------------------------------|--------------|--|-------------|-------------|-------------------------------|
| First Semester | | | | Second Semester | | | | | |
| Course Code | Descriptive Title | Units | | Pre-requisite/ Co-requisite | Course Code | Descriptive Title | Units | | Prerequisite/ Co-requisite |
| | | L E C | L A B | | | | L E C | L A B | |
| GE-US | Understanding the Self | 3 | | | GE-CW | The Contemporary World | 3 | | |
| GE-PH | Readings in Philippine History | 3 | | | GE-PC | Purposive Communication | 3 | | |
| GE-E | Ethics | 3 | | | RIZAL | Rizal's Life and Works | 3 | | |
| GE-MM | Mathematics in the Modern World | 3 | | | GE-ST | Science, Technology and Society | 3 | | |
| GE-AA | Art Appreciation | 3 | | | GE-IPed | Indigenous People Education | 3 | | |
| PE 11 | Movement Enhancement (ME) | 2 | | | PE 12 | Fitness Exercise (FE) | 2 | | |
| NSTP 1 | National Service Training Program 1/CWTS | 3 | | | NSTP 2 | National Service Training Program 2/CWTS | 3 | | NSTP 1 |
| TOTAL | | 20 | | | TOTAL | | 20 | | |

| SECOND YEAR | | | | | | | | | |
|----------------|---|-------------|-------------|--------------------------------|--------------|---|-------------|-------------|-------------------------------|
| First Semester | | | | Second Semester | | | | | |
| Course Code | Descriptive Title | Units | | Pre-requisite/ Co-requisite | Course Code | Descriptive Title | Units | | Prerequisite/ Co-requisite |
| | | L E C | L A B | | | | L E C | L A B | |
| BMEC1 | Strategic Management | 3 | | Brdg. 1 | BMEC2 | Operation Management (TQM) | 3 | | Brdg. 1 |
| BCC1 | Basic Microeconomics | 3 | | | BCC3 | Taxation (Income Taxation) | 3 | | |
| BCC2 | Business Law (Obligations & Contracts) | 3 | | | BCC4 | Good Governance & Social Res. | 3 | | |
| PerDev | Personality Development | 3 | | | BCC5 | Human Resource Management | 3 | | Brdg. 1 |
| GE-PEd | Peace Education | 3 | | | ECMM1 | Financial Accounting and Reporting | 3 | | Brdg. 2 |
| GE-LITE | Living in the IT Era | 3 | | | IEM | Entrepreneurial Marketing | 3 | | |
| PE 21 | Physical Activities Towards Health & Fitness (PATH-Fit) 1 (Dance, Sports, Outdoor & Adventure Activities) | 2 | | | PE 22 | Physical Activities Towards Health & Fitness (PATH-Fit) 2 (Dance, Sports, Outdoor & Adventure Activities) | 2 | | PE 21 |
| TOTAL | | 20 | | | TOTAL | | 20 | | |

| THIRD YEAR | | | | | | | | | |
|----------------|--|-------------|-------------|--------------------------------|--------------|---------------------------------|-------------|-------------|-------------------------------|
| First Semester | | | | Second Semester | | | | | |
| Course Code | Descriptive Title | Units | | Pre-requisite/ Co-requisite | Course Code | Descriptive Title | Units | | Prerequisite/ Co-requisite |
| | | L E C | L A B | | | | L E C | L A B | |
| PCMM1 | Professional Salesmanship (integrate Business Communication) | 3 | | Brdg. 1 | PCMM2 | Marketing Management | 3 | | Brdg. 1 |
| ECMM2 | Consumer Behavior | 3 | | Brdg.1 | PCMM3 | Distribution Management | 3 | | Brdg. 1 |
| ECMM3 | International Marketing | 3 | | Brdg.1 | PCMM4 | Advertising | 3 | | Brdg. 1 |
| BCC 6 | International Business and Trade | 3 | | Brdg. 1 | ECMM4 | Sales Management | 3 | | Brdg. 1 |
| BCC 7 | Marketing Research | 3 | | | ECMM5 | Franchising | 3 | | Brdg. 1 |
| IS | Inferential Statistics | 3 | | | BCC8 | Business Research (Methodology) | 3 | | Marketing Research |
| TOTAL | | 18 | | | Total | | 18 | | |

| FOURTH YEAR | | | | | | | | | |
|----------------|--------------------|-------------|-------------|--------------------------------|--------------|--|-------------|-------------|-------------------------------|
| First Semester | | | | Second Semester | | | | | |
| Course Code | Descriptive Title | Units | | Pre-requisite/ Co-requisite | Course Code | Descriptive Title | Units | | Prerequisite/ Co-requisite |
| | | L E C | L A B | | | | L E C | L A B | |
| PCMM5 | Product Management | 3 | | Brdg. 1 | Practicum | Practicum/Work Integrated Learning (600 hours) | 6 | | |
| PCMM6 | Retail Management | 3 | | Brdg. 1 | TOTAL | | 6 | | |
| PCMM7 | Pricing Strategy | 3 | | Brdg. 1 | | | | | |
| PCMM8 | Thesis Writing | 3 | | Business Research | | | | | |
| TOTAL | | 12 | | | | | | | |

Note: For Non-ABM graduates, the following bridging courses are required and must be taken during the 1st year:

| Description | Units |
|--|-------------------------|
| Brdg. 1 Principles of Marketing & Management | 3 (1 st sem) |
| Brdg. 2 Fundamentals of Accounting & Finance | 3 (2 nd sem) |

Note : NC III Bookkeeping and completed academic units are requirements before taking OJ

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 OIC-Director, Registrar