

CURRICULUM BUSINESS ADMINISTRATION

BSBA Marketing Management

FIRST YEAR

1-First Semester

<u>Course Code</u>	<u>Course Description</u>	<u>Units</u>
THEO 1A-3	Philosophical Anthropology	3
MATH 1-3	College Algebra	3
ENG 1-3	English Language Proficiency	3
FIL 1-3	Komunikasyon sa Akademikong Pilipino	3
ACC 1-3	Basic Accounting	3
MGMT 1-3	Principle of Organization and Management	3
PSYCH 1A-3	General Psychology with Drugs Education	3
PE 1-2	Fitness and Conditioning	2
NSTP 1-3	Theory: Civic Welfare Training Service/ Literacy Training Service/Military Training Service	<u>3</u>
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1-Second Semester

<u>Course Code</u>	<u>Course Description</u>	<u>Units</u>
THEO 2A-3	Christology	3
MATH 1B-3	Mathematics of Investment	3
ENG 2-3	Paragraph Writing, Composition Writing and Research Paper Writing	3
FIL 2-3	Pagbasa at Pagsulat Tungo sa Pananaliksik	3
MGMT 2-3	Human Behavior in Organization	3
ACC 2A-3	Partnership and Corporation Accounting	3
HIST 1A-3	Philippine History with Pol. Governance	
MKTG1-3	Principles of Marketing	2
PE 2-2	Fundamentals of Rhythmic Activities	
NSTP 2-3	Practicum: Civic Welfare Training Service/ Literacy Training Service/Military Training Service	<u>3</u>
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SECOND YEAR

2-First Semester

<u>Course Code</u>	<u>Course Description</u>	<u>Units</u>
THEO 3A-3	Christian Morality	3
LIT 1-3	Phil. Lit with emphasis on Pampango Lit	3
FIN 1-3	Money, Credit and Banking	3
ECO 1-3	Basic Economics with TLR	3
NAT SCI 1A-3	Biological Science	3
MKTG 3-3	Retail Management	3
MGMT 3-3	Sales Management	3

ACC 3B-3	Financial Statement Analysis	3
ENG 3-3	Effective Oral Communication	3
PE 3-2	Fundamental of Individual and Dual Sports	<u>2</u>
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2-Second Semester

<u>Course Code</u>	<u>Course Description</u>	<u>Units</u>
THEO 4A-3	Christian Morality	3
FIN 2-3	Business Finance	3
HIST 2-3	Life and Works of Rizal	3
MKTG 4-3	Product Management	3
MGMT 5-3	Human Resource Management	3
MGMT 7A-3	Social Responsibility and Good Governance	3
COMP 1D-3	IT Fundamentals	3
NATSCI 2-3	Earth Science	3
ECO 2-3	Microeconomics	3
PE 4-2	Fundamentals of Team Sports	<u>2</u>
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THIRD YEAR

3-First Semester

<u>Course Code</u>	<u>Course Description</u>	<u>Units</u>
LAW 1-3	Obligations and Contracts	3
MKTG 4a-3	Consumer Behavior	3
MKTG 5-3	Marketing Research	3
MKTG 6-3	Marketing Management	3
HUM 1-3	Art Education and Appreciation	3
SOCSCI 1-3	Society Culture and Family Planning	3
MKTG 6a-3	Professional Salesmanship	3
Philo 1-3	Logic and Critical Thinking	<u>3</u>
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3-Second Semester

<u>Course Code</u>	<u>Course Description</u>	<u>Units</u>
COMP 2-3	Computer Applications	3
STAT 1-3	Business Statistics	3
MKTG 7-3	Distribution Management	3
MKTG 7B-3	Strategic Marketing Management	3
MGMT 8-3	Entrepreneurial Management	3
MGMT 14-3	Total Quality Management	3
TAX 1-3	Income Taxation	<u>3</u>
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FOURTH YEAR

4-First Semester

<u>Course Code</u>	<u>Course Description</u>	<u>Units</u>
ENG 5-3	Business Communications and Reports	3
MKTG 8-3	Principle of Advertising and Sales Promotion	3
MKTG 9-3	Marketing Plan (Feasibility Study)	3
MKTG 10-3	International Marketing (Elective-4)	3
MGMT 8-3	Entrepreneurial Management	3
MGMT 16-3	Business Policy and Strategic Management	3
E-Commerce-3	Marketing (Elective-5)	<u>3</u>
Elective 6-3	Foreign Language (Mandarin)	21

4-Second Semester

<u>Course Code</u>	<u>Course Description</u>	<u>Units</u>
MKTG 10a-6	Practicum	<u>6</u>
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