

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)
Major in Marketing Management

Effective SY 2013-2014
CMO No. 03, series 2007

Name: _____ Course/Year: _____

FIRST YEAR													
First Semester						Second Semester							
Grade	Subject	Descriptive Title	PreReq	Lec	Lab	Unit	Grade	Subject	Descriptive Title	PreReq	Lec	Lab	Unit
	RS 1	Scriptures & OT, Salvation History		3	0	3		RS 2	Christology	RS 1	3	0	3
	Engl 1	Study & Thinking Skills		3	0	3		Engl 2	Writing in the Discipline	Engl 1	3	0	3
	Bio 1	Biological Science		3	0	3		Philo 1	Intro to Philo w/ Logic & Critical Thinking		3	0	3
	Fil 1	Komunikasyon sa Akademikong Filipino		3	0	3		Fil 2	Pagbasa at Pagsulat Tungo sa Pananaliksik	Fil 1	3	0	3
	Hist 1A	Phil. History w/ Politics & Governance		3	0	3		SocSci 7	Life, Works & Writings of Rizal		3	0	3
	Math 1	Basic Mathematics 1		3	0	3		Math 2	College Algebra	Math 1	3	0	3
	Mgmt 1	Bus. Organization & Mgmt		3	0	3		Psych 3	General & Business Psychology		3	0	3
	PE 1	Physical Fitness		2	0	2		PE 2	Rhythmic Activities	PE 1	2	0	2
	NSTP 1	Civic Welfare Training Service 1		3	0	3		NSTP 2	Civic Welfare Training Service 2	NSTP 1	3	0	3
	Comp1	Fundamentals of Software & Application		0	3	3		Human 1	Art & Society		3	0	3
				26	3.0	29.0					29	0	29

SECOND YEAR													
First Semester						Second Semester							
Grade	Subject	Descriptive Title	PreReq	Lec	Lab	Unit	Grade	Subject	Descriptive Title	Pre-Req	Lec	Lab	Unit
	RS 3	Church & Sacraments	RS 1-2	3	0	3		RS 4	Christian Morality	RS 1-3	3	0	3
	Engl 3	Speech Communication	Engl 1-2	3	0	3		Acctg 2	Partnership & Corporate Acctg	Acctg 1	3	0	3
	Physci 1	Physical Science		3	0	3		Fin 2	Business Finance	Fin/Actg1	3	0	3
	Acctg 1	Fundamentals of Accounting		3	0	3		Mktg 2	Professional Salesmanship	Mktg 1	3	0	3
	Fin 1	Introduction to Finance		3	0	3		Econ 2	Basic Microeconomics	Econ 1	3	0	3
	Mktg 1	Principles of Marketing		3	0	3		Math 20	Math of Investment	Math 1	3	0	3
	Econ 1	Principles of Economics		3	0	3		Human 2a	Personality Development	Mgmt 1	3	0	3
	Comp 2	Funda of Programming & Database Theory	Comp 1	0	3	3		Engl 4	Literatures of the Philippines	Engl 1-3	3	0	3
	Socio 1	Society & Culture w/ Family Planning	Socsci 7	3	0	3		Engl 5	Business Communication	Engl 1-2	3	0	3
	PE 3	Individual/Dual Sports/Games	PE 1-2	2	0	2		PE 4	Team Sports/Games	PE 1-3	2	0	2
				26	3	29					29	0	29

THIRD YEAR													
First Semester						Second Semester							
Grade	Subject	Descriptive Title	PreReq	Lec	Lab	Unit	Grade	Subject	Descriptive Title	Pre-Req	Lec	Lab	Unit
	Tax 1	Intro to Tax & Income Tax		3	0	3		Tax 2	Transfer & Business Tax	Tax 1	3	0	3
	Law 1	Obligation & Contract		3	0	3		HBO	Human Behavior in Organization	Mgmt 1	3	0	3
	Mgmt 6	Sociaf Resp. & Good Governance	Mgmt 1	3	0	3		Law 2	Law on Business Organization	Law 1	3	0	3
	Mktg 3	Marketing Management	Mktg 1-2	3	0	3		Mktg 5	Marketing Research	Mktg 3-4	3	0	3
	Mktg 4	Distribution Management	Mktg 1-2	3	0	3		Mktg 6	Advertising	Mktg 3-4	3	0	3
	Math 6	Business Statistics	Math 1-2	3	0	3		HRM 1	Human Resources Management	Mgmt 3	3	0	3
								Research 1	Fundamentals of Research	Eng 1-2, Math 6	3	0	3
				18	0	18					21	0	21

SUMMER:						
	Pract	Work Integrated Learning	Mktg 1-6	6	0	6

FOURTH YEAR													
First Semester						Second Semester							
Grade	Subject	Descriptive Title	PreReq	Lec	Lab	Unit	Grade	Subject	Descriptive Title	PreReq	Lec	Lab	Unit
	Mktg 7	Product Management	Mktg 1-6	3	0	3		Mktg 9	Strategic Marketing Management	Mktg 1-8	3	0	3
	Mktg 8	Retail Management	Mktg 1-6	3	0	3		MME 4	Cooperative Marketing	Mktg 1-8	3	0	3
	MME 1	Consumer Behavior	Mktg 1-6	3	0	3		MME 5	E-Commerce & Internet Marketing	CI-2, M1-8	0	3	3
	MME 2	Entrepreneurial Management	Mktg 1-6	3	0	3		MME 6	Special Topics in Marketing Mgmt	MI-9	3	0	3
	MME 3	Feasibility Study	Mktg 1-6	3	0	3		TQM	Total Quality Management	Mgmt 1-3	3	0	3
	Bus 7	Business Policy	Mgmt 1-3	3	0	3							
				18	0	18					12	3	15

Suggested Electives:

1. Sales Management
2. International Marketing
3. Franchising
4. Direct Marketing
5. Services Marketing
6. Industrial/Agricultural Marketing
7. Strategic Marketing Management
8. Environmental Marketing
9. New Market Development

SUP
3/11/13

Evaluated by: _____ Date: _____