



## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

### Major in Marketing Management

Revised Curriculum Academic Year 2012-2013

CODE	DESCRIPTIVE TITLE	Total Units	Lec Units	Lab Units	Pre-requisite
<b>1st Year, First Semester</b>					
_____ ENG100	English Competency	3	3		
_____ FIL101	Komunikasyon sa Akademikong Pilipino	3	3		
_____ MAT100	Competency in Mathematics	3	3		
_____ NATSCI1	Physical Sciences	3	3		
_____ PHILHIST	Philippine History	3	3		
_____ MGT1	Principles of Management and Business Organization	3	3		
_____ PE1	Physical Fitness	(2)	2		
_____ NSTP1	National Service Training Program	(3)	3		
		<b>21/23</b>			
<b>1st Year, 2nd Semester</b>					
_____ ENG101	Communication Arts in English 1	3	3		ENG100
_____ FIL102	Pagbasa at Pagsulat Tungo sa Pananaliksik	3	3		FIL101
_____ MAT101	College Algebra	3	3		MAT100
_____ NATSCI2	Biological Science with Ecology	3	3		NATSCI1
_____ MKG1	Principles of Marketing	3	3		
_____ PSY101	General Psychology with HIV/AIDS Education	3	3		
_____ COMP101	Introduction to Computer Technology with MS Office	3	2	1	
_____ PE2	Rhythmic Activities	(2)	2		PE1
_____ NSTP2	National Service Training Program	(3)	3		NSTP1
		<b>21/26</b>			
<b>2nd Year, First Semester</b>					
_____ ENG102	Communication Arts in English 2	3	3		ENG101
_____ MAT102	Mathematics of Investment	3	3		MAT101
_____ ACCTG A	Principles of Accounting 1	3	3		
_____ SOC101	Introduction to Sociology	3	3		
_____ HBO	Human Behavior in Organization	3	3		MGT1
_____ COMP102	Computer Business Application	3	2	1	COMP101
_____ ECO1	Introduction to Economics with TAR	3	3		
_____ HUM101	Art, Man and Society	3	3		
_____ FIN101	Basic Finance	3	3		
_____ PE3	Individual / Dual Sports	(2)	2		PE1
		<b>27/29</b>			
<b>2nd Year, Second Semester</b>					
_____ MAT3A	Business Statistics	3	3		MAT101
_____ ACCTG B	Partnership and Corporation	3	3		ACCTG A
_____ ENG3B	Business Communication	3	3		ENG102
_____ ECO2	Microeconomics Theory and Practice	3	3		ECO1
_____ HUM102	World Culture	3	3		HUM101
_____ MGT2	Good Governance and Social Responsibility	3	3		MGT1
_____ PHILGOV	Philippine Government & Constitution	3	3		
_____ PRACTMKG1	Practicum/Work Integrated Learning (200 hrs)	3	3		
_____ PE4	Team Sports	(2)	2		PE1
		<b>24/26</b>			



### 3rd Year, First Semester

_____	LIT101	Philippine Literature	3	3	
_____	SOC102	Society and Culture with Family Planning	3	3	
_____	TAX1	Income Taxation	3	3	
_____	FIN102	Basic Business Finance	3	3	
_____	MKG101	Professional Salesmanship	3	3	MKG1
_____	MKG102	Marketing Management	3	3	MKG1, MGT1
_____	HRM	Human Resource Management	3	3	MGT1, HBO
			<u>3</u>	<u>3</u>	
			<b>21/21</b>		

### 3rd Year, Second Semester

_____	LIT102	World Literature	3	3	
_____	LAW1	Law on Obligations and Contracts	3	3	
_____	RIZAL	Life and Works of Rizal	3	3	
_____	TQM	Total Quality Management	3	3	MGT1, HBO, HRM
_____	MKG103	Product Management	3	3	MKG101, MKG102
_____	RESEARCH	Marketing Research	3	3	
_____	ELMKG1	Consumer Behavior	3	3	MKG1
			<u>3</u>	<u>3</u>	
			<b>21/21</b>		

### 3rd Year, Summer

_____	PRACTMKG2	Practicum/Work Integrated Learning (200 hrs)	<b>3</b>		PRACTMKG1
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### 4th Year, First Semester

_____	MKG104	Distribution Management	3	3	MKG103, RESEARCH
_____	MKG105	Advertising and Promotion	3	3	MKG103, RESEARCH
_____	MKG106	Retail Management	3	3	MKG103, RESEARCH
_____	ELMKG2	Sales Management	3	3	
_____	ELMKG3	Service Marketing	3	3	
_____	TAX2	Business and Transfer Taxes	3	3	TAX1
			<u>3</u>	<u>3</u>	
			<b>18/18</b>		

### 4th Year, Second Semester

_____	MKG107	Strategic Marketing Management	3	3	MKG106
_____	ELMKG4	Entrepreneurial Management	3	3	
_____	ELMKG5	International Marketing	3	3	
_____	ELMKG6	Special Topics in Marketing Management	3	3	
_____	THESIS	Thesis Writing	3	3	
			<u>3</u>	<u>3</u>	
			<b>15/15</b>		