

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
Major in Marketing Management

FIRST YEAR						
FIRST SEMESTER						
CATALOUGE NUMBER		DESCRIPTIVE TITLE	LEC	LAB	TOTAL	PREREQUISITE
ENGL	100	Study & Thinking Skills	3	0	3	NONE
FILI	100	Komunikasyon sa Akademikong Filipino	3	0	3	NONE
MATH	100	College Algebra	3	0	3	NONE
PSYCH	100	General Psychology	3	0	3	NONE
MNGT	100	Principles of Management	3	0	3	NONE
ACC	100	Fundamentals of Accounting, Part 1	6	0	6	NONE
PE	100	Foundation of Physical Fitness	2	0	2	NONE
NSTP	1	National Service Training Program I	(3)	0	(3)	NONE
			TOTAL:		23	
SECOND SEMESTER						
CATALOUGE NUMBER		DESCRIPTIVE TITLE	LEC	LAB	TOTAL	PREREQUISITE
ENGL	105	Speech Communication	3	0	3	ENGL 100
FILI	105	Pagbasa at Pagsulat Tungo sa Pananaliksik	3	0	3	FILI 100
COMSCI	100	Computer Fundamentals	1	2	3	MATH 100
ECON	100	Principles of Economics with Land Reform Taxation	3	0	3	NONE
MKTG	100	Principles of Marketing	3	0	3	MNGT 100
ACC	105	Fundamentals of Accounting, Part 2	6	0	6	ACC 100
PE	105	Rhythmic Activities	2	0	2	PE 100
NSTP	2	National Service Training Program II	(3)	0	(3)	NSTP 1
			TOTAL:		23	

SECOND YEAR

FIRST SEMESTER

CATALOUGE NUMBER		DESCRIPTIVE TITLE	LEC	LAB	TOTAL	PREREQUISITE
SOCSCI	100	Society and Culture with Family Planning	3	0	3	NONE
STAT	220	Statistics Applied to Business	3	0	3	MATH 100
COMSCI	105	Intro to Database Theory & Applications	2	1	3	COMSCI 100
FIN	100	Intro. to Bus Finance & Phil Financial System	3	0	3	NONE
ECON	101	Microeconomic Theory and Practice	3	0	3	ECON 100
MKTG	200	Retail Management	3	0	3	MKTG100, MNGT 100
BLAW	100	Law on Obligations and Contracts	3	0	3	NONE
PE	110	Individual and Dual Sports	2	0	2	PE 100
			TOTAL:		23	

SECOND SEMESTER

CATALOUGE NUMBER		DESCRIPTIVE TITLE	LEC	LAB	TOTAL	PREREQUISITE
HUMAN	100	Introduction to the Humanities	3	0	3	NONE
BIO	100	Fundamentals of Biological Sciences	1	2	3	NONE
ERTSCI	100	Earth Science	3	0	3	NONE
MATH	240	Mathematics of Investment	3	0	3	MATH 100
PHILO	101	Intro to Philo with Logic and Critical Thinking	3	0	3	NONE
MKTG	300	Professional Salesmanship	3	0	3	MKTG 100
MNGT	300	Human Behavior in Organization	3	0	3	MNGT 100
PE	115	Team Sports	2	0	2	PE 100
			TOTAL:		23	

THIRD YEAR

FIRST SEMESTER

CATALOUGE NUMBER		DESCRIPTIVE TITLE	LEC	LAB	TOTAL	PREREQUISITE
POLSCI	101	Philippine History with Politics and Governance	3	0	3	NONE
MNGT	305	Human Resource Management	3	0	3	MNGT 100
BLAW	110	Law on Sales, Agency, Labor & Other Commercial Laws	3	0	3	BLAW 100
TAX	100	Income Taxation	3	0	3	ACCTG 105
MKTG	305	Distribution Management	3	0	3	MKTG100, MNGT 100
MKTG	310	Advertising and Sales Promotion	3	0	3	MKTG 100
ENGL	125	Technical Writing	3	0	3	ENGL 105
			TOTAL:		21	

SECOND SEMESTER

CATALOUGE NUMBER		DESCRIPTIVE TITLE	LEC	LAB	TOTAL	PREREQUISITE
FILI	115	Panitikan ng Pilipinas (Literatura I)	3	0	3	FILI 105
MKTG	315	Marketing Research	3	0	3	MKTG100, STAT 220
MKTG	320	Marketing Management	3	0	3	MKTG 100
MKTG	325	Product Management	3	0	3	MKTG 100, MNGT 100
BLAW	115	Law on Negotiable Instruments	3	0	3	BLAW 110
MNGT	335	Project Planning and Development	3	0	3	MNGT 100
MKTG	330	International Marketing	3	0	3	MKTG 100
			TOTAL:		21	

FOURTH YEAR

FIRST SEMESTER

CATALOUGE NUMBER		DESCRIPTIVE TITLE	LEC	LAB	TOTAL	PREREQUISITE
MNGT	340	Good Governance and Social Responsibility	3	0	3	MNGT 100, BLAW 105
MKTG	335	Strategic Marketing Management	3	0	3	MKTG 320
MNGT	350	Total Quality Management	3	0	3	MNGT 100
PI	100	Rizal's Life, Works and Writings	3	0	3	NONE
FL	100	Nippongo/Mandarin/French	3	0	3	NONE
MNGT	355	Entrepreneurship	3	0	3	MNGT 100
MKTG	340	Special Topics in Marketing	3	0	3	18 UNITS OF MKTG COURSES
			TOTAL:		21	

SECOND SEMESTER

CATALOUGE NUMBER		DESCRIPTIVE TITLE	LEC	LAB	TOTAL	PREREQUISITE
MKTG	345	Practicum in Marketing	6	0	6	Finished 155 units

Total Number of units : 161