# Bachelor of Science in Business Administration

## Major in Marketing Management

### Curriculum

Effective SY 2013-2014

<table>
<thead>
<tr>
<th>Course</th>
<th>Course Description</th>
<th>Credit Units</th>
</tr>
</thead>
</table>

### First Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Course Description</th>
<th>Credit Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTG 1.1</td>
<td>Fundamentals of Accounting</td>
<td>6</td>
</tr>
<tr>
<td>BCA 10</td>
<td>Introduction To Computer Wordprocess &amp; Spreadsheet</td>
<td>3</td>
</tr>
<tr>
<td>ENG 014.1</td>
<td>ENG PLUS: Introduction to Study, Thinking Communication Skills in English</td>
<td>(3)*</td>
</tr>
<tr>
<td>FIL 22</td>
<td>Komunikasyon sa Akademikong Filipino</td>
<td>3</td>
</tr>
<tr>
<td>HIST 11.1</td>
<td>Rizal's Life and Works and Writings</td>
<td>3</td>
</tr>
<tr>
<td>NSC 1</td>
<td>Earth Science / Physical Science</td>
<td>3</td>
</tr>
<tr>
<td>PSYC 1</td>
<td>General Psychology</td>
<td>3</td>
</tr>
<tr>
<td>RS 15</td>
<td>The Old Testament</td>
<td>3</td>
</tr>
<tr>
<td>PE 1</td>
<td>Physical Fitness</td>
<td>2</td>
</tr>
</tbody>
</table>

### Second Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Course Description</th>
<th>Credit Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCTG 2</td>
<td>Partnership and Corporation</td>
<td>3</td>
</tr>
<tr>
<td>BA 1</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>BCA 20</td>
<td>Database Management Systems &amp; Programming</td>
<td>3</td>
</tr>
<tr>
<td>ENG 16.1</td>
<td>Study, Thinking and Language Skills in Eng</td>
<td>3</td>
</tr>
<tr>
<td>FIL 33</td>
<td>Pagbasa at Pagsulat Tungo sa Pananaliksik</td>
<td>3</td>
</tr>
<tr>
<td>MATH 01*/1</td>
<td>College Algebra</td>
<td>3</td>
</tr>
<tr>
<td>SOC 01.1</td>
<td>Principle of Soc w/ Pop. Family Plan &amp; HIV/AIDS Ed.</td>
<td>3</td>
</tr>
<tr>
<td>FFP 10</td>
<td>Freshmen Formation Program</td>
<td>3</td>
</tr>
<tr>
<td>PE 2</td>
<td>Rhythmic Activities</td>
<td>2</td>
</tr>
</tbody>
</table>

### Second Semester (26 units)

<table>
<thead>
<tr>
<th>Course</th>
<th>Course Description</th>
<th>Credit Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCTG 21</td>
<td>Financial Accounting Problems 1</td>
<td>6</td>
</tr>
<tr>
<td>BA 2</td>
<td>Human Behavior in Organization</td>
<td>3</td>
</tr>
<tr>
<td>ECON 20.1</td>
<td>Principles of Economics w/Taxation, Agr Reform and Consumer Education</td>
<td>3</td>
</tr>
<tr>
<td>ENG 17</td>
<td>Effective Speech Communication</td>
<td>3</td>
</tr>
<tr>
<td>PSC 11</td>
<td>Phil History with Politics &amp; Governance</td>
<td>3</td>
</tr>
<tr>
<td>MATH 13</td>
<td>Mathematics of Investment</td>
<td>3</td>
</tr>
<tr>
<td>PHILO 01</td>
<td>Logic</td>
<td>3</td>
</tr>
<tr>
<td>NSTP 1</td>
<td>National Service Training Program – I</td>
<td>2</td>
</tr>
<tr>
<td>P.E. 3</td>
<td>Individual/Dual Sports</td>
<td>2</td>
</tr>
<tr>
<td>COURSE</td>
<td>TITLE</td>
<td>CREDITS</td>
</tr>
<tr>
<td>---------</td>
<td>-----------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>ACTG 25</td>
<td>Cost Accounting Process</td>
<td>3</td>
</tr>
<tr>
<td>BA 11</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ECON 65</td>
<td>Intermediate Economics Analysis I: Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>FIN 11</td>
<td>Basic Finance</td>
<td>3</td>
</tr>
<tr>
<td>MATH 14</td>
<td>Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>PHILO 15.1</td>
<td>Philosophy of Man and the Human Person</td>
<td>3</td>
</tr>
<tr>
<td>RS 20</td>
<td>Christology</td>
<td>3</td>
</tr>
<tr>
<td>NSTP 2</td>
<td>National Service Training Program – 2</td>
<td>3</td>
</tr>
<tr>
<td>PE 4</td>
<td>Team Sports / Games</td>
<td>2</td>
</tr>
<tr>
<td>BA 10</td>
<td>Total Quality Management / Prod Mgt.</td>
<td>3</td>
</tr>
<tr>
<td>BA 9</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>ENG 27</td>
<td>Writing Term Paper in the Displn&amp; Bus Cor</td>
<td>3</td>
</tr>
<tr>
<td>RS 35</td>
<td>Church and Sacraments</td>
<td>3</td>
</tr>
<tr>
<td>MRKM 1</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MRKM 2</td>
<td>Advertising and Sales Promo</td>
<td>3</td>
</tr>
<tr>
<td>MRKM 3</td>
<td>Product Management</td>
<td>3</td>
</tr>
<tr>
<td>MRKM EL1</td>
<td>Marketing Management Elective 1</td>
<td>3</td>
</tr>
<tr>
<td>BA 12</td>
<td>Feasibility Study</td>
<td>3</td>
</tr>
<tr>
<td>BA 13.1</td>
<td>Business Policy &amp; Strategy</td>
<td>3</td>
</tr>
<tr>
<td>ENG 41</td>
<td>Humanities, Arts, Aesthetics &amp; Society</td>
<td>3</td>
</tr>
<tr>
<td>NSC 2</td>
<td>Biological Science</td>
<td>3</td>
</tr>
<tr>
<td>PHILO 31.3</td>
<td><em>(Philosophical Enrichment &amp; Regeneration for Social Orientation &amp; Networking)</em></td>
<td>3</td>
</tr>
<tr>
<td>MRKM 4</td>
<td>Professional Salesmanship</td>
<td>3</td>
</tr>
<tr>
<td>MRKM 5</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MRKM EL2</td>
<td>Marketing Management Elective 2</td>
<td>3</td>
</tr>
</tbody>
</table>
FOURTH YEAR

**FIRST SEMESTER (24)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 14</td>
<td>Micro-Entrep Development I</td>
<td>3</td>
</tr>
<tr>
<td>LAW 1</td>
<td>Obligations and Contracts</td>
<td>3</td>
</tr>
<tr>
<td>RS 55</td>
<td>Christian Morality w/ Social Tchgs of Church</td>
<td>3</td>
</tr>
<tr>
<td>TAX 1</td>
<td>Income Taxation</td>
<td>3</td>
</tr>
<tr>
<td>MRKM 6</td>
<td>Distribution Management</td>
<td>3</td>
</tr>
<tr>
<td>MRKM 7</td>
<td>Retail Management</td>
<td>3</td>
</tr>
<tr>
<td>MRKM EL3</td>
<td>Marketing Management Elective 3</td>
<td>3</td>
</tr>
<tr>
<td>MRKM EL4</td>
<td>Marketing Management Elective 4</td>
<td>3</td>
</tr>
</tbody>
</table>

**FIRST SEMESTER (21)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 15</td>
<td>Micro-Entrep Development II</td>
<td>3</td>
</tr>
<tr>
<td>ENG 47</td>
<td>Survey of Philippine Literature in English</td>
<td>3</td>
</tr>
<tr>
<td>LAW 4</td>
<td>Sales and Special Contracts</td>
<td>3</td>
</tr>
<tr>
<td>PHILO 25</td>
<td>Philosophy of Religion</td>
<td>3</td>
</tr>
<tr>
<td>TAX 2</td>
<td>Transfer and Business Taxation</td>
<td>3</td>
</tr>
<tr>
<td>MRKM 8</td>
<td>Strategic Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MRKM EL5</td>
<td>Marketing Management Elective 5</td>
<td>3</td>
</tr>
</tbody>
</table>

**SUMMARY OF UNITS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year</td>
<td>52</td>
</tr>
<tr>
<td>Second Year</td>
<td>52</td>
</tr>
<tr>
<td>Third Year</td>
<td>48</td>
</tr>
<tr>
<td>Fourth Year</td>
<td>45</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>197</td>
</tr>
</tbody>
</table>