



Republic of the Philippines  
**BATANGAS STATE UNIVERSITY**  
The National Engineering University

**Pablo Borbon Campus**

Rizal Avenue Ext., Batangas City, Batangas, Philippines 4200

Tel Nos.: (+63 43) 980-0385 loc. 1916

E-mail Address: eteeap.pb@g.batstate-u.edu.ph | Website Address: <http://www.batstate-u.edu.ph>

---

**Expanded Tertiary Education Equivalency and Accreditation Program Office**

**CURRICULUM**

**Bachelor of Science in Business Administration (BSBA)**

Academic Year 2022-2023

BOR Resolution No. 02, s. 2022: Resolution Approving the Offering and Granting Degrees through Expanded Tertiary Education Equivalency and Accreditation Program (ETEEAP) and the Policies for its Implementation

**University Vision**

A premier national university that develops leaders in the global knowledge economy.

**University Mission**

A university committed to producing leaders by providing a 21st century learning environment through innovations in education, multidisciplinary research, and community and industry partnerships in order to nurture the spirit of nationhood, propel the national economy, and engage the world for sustainable development.

**Core Values**

- **Patriotism**

This value extends from promoting love of country to taking pride in being a Filipino. The University advocated a strong sense of commitment to national ideals through its active promotion of Philippine culture and heritage, as well as concern for the environment and the nation's natural biodiversity, all of which lead to the creation of a pool of professionals that are instrumental for nation building.

- **Integrity**

This pertains to the University's steadfast adherence to morally-sound principles and ideals in the pursuit of institutional goals and objectives. It covers the values of accountability, honesty, righteousness, incorruptibility, and decency in the governance and implementation of academic, administrative, financial policies.

- **Excellence**

This represents the drive of the University to pursue greatness. It includes the cultivation of a culture of excellence in the hearts and minds of the stakeholders, and the continuous improvement in the systems by which the University operates on. This value pushes the institution to go beyond the standard levels of performance, and be in a position of leadership that would inspire the people and other institutions to serve the country in the highest degree.

- **Service**

This refers to the genuine desire of the University to respond to the growing needs of the community. It encompasses the selfless performance of the University's mandates, and its duty to constantly meet the challenges of development in the country in the spirit of uplifting the lives of the Filipino people.



**Republic of the Philippines**  
**BATANGAS STATE UNIVERSITY**

**The National Engineering University**

**Pablo Borbon Campus**

Rizal Avenue Ext., Batangas City, Batangas, Philippines 4200

Tel Nos.: (+63 43) 980-0385 loc. 1916

E-mail Address: eteeap.pb@g.batstate-u.edu.ph | Website Address: <http://www.batstate-u.edu.ph>

**Expanded Tertiary Education Equivalency and Accreditation Program Office**

- **Resilience**

This refers to the ability to conquer the different challenges, hardships and tests of time. This value encompasses the commitment of the University to support the government in pursuing sustainable development, and foster disaster risk reduction and management by dedicating its efforts towards strengthening readiness and capacity of the community and its people.

- **Faith**

The University's initiatives and activities are guided by a strong faith in a Supreme Being. These are anchored on high regard and respect for the beliefs and orientation of each member of the academic community for a productive and meaningful co-existence.

<b>BSBA MAJOR IN BUSINESS ECONOMICS</b>		
<b>COURSE CODE</b>	<b>DEMONSTRABLE COURSES</b>	<b>UNITS</b>
ANA 401	Business Analytics	2
ANA 402	Business Analytics (Laboratory)	1
BPO 302	Business Communication	3
ECO 306	Basic Econometrics	3
ECO 309	Project Development Management	3
ECO 412	Business Economics Thesis Writing	3
MGT 202	Good Governance and Social Responsibility	3
MGT 406	Strategic Management	3

<b>BSBA MAJOR IN FINANCIAL MANAGEMENT</b>		
<b>COURSE CODE</b>	<b>DEMONSTRABLE COURSES</b>	<b>UNITS</b>
ANA 401	Business Analytics	2
ANA 402	Business Analytics (Laboratory)	1
BPO 302	Business Communication	3
BPO 303	Service Culture	3
FM 203	Financial Analysis and Reporting	3
FM 307	Investment Portfolio Management	3
FM 411	Financial Management Thesis Writing	3
MGT 202	Good Governance and Social Responsibility	3
MGT 305	Entrepreneurial Management	3
MGT 406	Strategic Management	3



**Republic of the Philippines**  
**BATANGAS STATE UNIVERSITY**

**The National Engineering University**

**Pablo Borbon Campus**

Rizal Avenue Ext., Batangas City, Batangas, Philippines 4200

Tel Nos.: (+63 43) 980-0385 loc. 1916

E-mail Address: eteeap.pb@g.batstate-u.edu.ph | Website Address: <http://www.batstate-u.edu.ph>

**Expanded Tertiary Education Equivalency and Accreditation Program Office**

<b>BSBA MAJOR IN HUMAN RESOURCE MANAGEMENT</b>		
<b>COURSE CODE</b>	<b>DEMONSTRABLE COURSES</b>	<b>UNITS</b>
ANA 401	Business Analytics	2
ANA 402	Business Analytics (Laboratory)	1
BPO 302	Business Communication	3
BPO 303	Service Culture	3
HRM 203	Recruitment and Selection	3
HRM 305	Training and Development	3
HRM 306	Labor Relations and Negotiation	3
HRM 307	Compensation Administration	3
HRM 308	Organizational Development	3
HRM 309	Performance Management	3
HRM 411	Human Resource Management Thesis Writing	3
HRM 414	Practicum / Work Integrated Learning for Human Resource Management (600 hours)	6
MGT 202	Good Governance and Social Responsibility	3
MGT 305	Entrepreneurial Management	3
MGT 406	Strategic Management	3

<b>BSBA MAJOR IN MARKETING MANAGEMENT</b>		
<b>COURSE CODE</b>	<b>DEMONSTRABLE COURSES</b>	<b>UNITS</b>
ANA 401	Business Analytics	2
ANA 402	Business Analytics (Laboratory)	1
BPO 302	Business Communication	3
BPO 303	Service Culture	3
MGT 202	Good Governance and Social Responsibility	3
MGT 305	Entrepreneurial Management	3
MGT 406	Strategic Management	3
MKT 306	Professional Salesmanship	3
MKT 307	Advertising	3
MKT 411	Marketing Management Thesis Writing	3
MKT 412	Marketing Management	3
MKT 414	Practicum / Work Integrated Learning for Marketing Management (600 hours)	6