

Republic of the Philippines

BATANGAS STATE UNIVERSITY – ARASOF NASUGBU

Nasugbu, Batangas

COLLEGE OF ACCOUNTANCY, BUSINESS, ECONOMICS AND INTERNATIONAL HOSPITALITY MANAGEMENT

Tel. No. (043) 416-0350/741-0029 Email: arasof.academic@gmail.com

CURRICULUM

Bachelor of Science in Business Administration (BSBA) Major in Marketing Management

Academic Year 2018-2019

Reference CMOs: CMO 17, s. 2017, CMO 4, s.2018 and CMO 20,s. 2013

Curriculum Description

The Bachelor of Science in Business Administration major in Marketing Management program prepares the graduate for careers in marketing, market research, advertising and public relations. The curriculum provides the graduate with both technical skills and competencies required in the field, but also the flexible mindset that is necessary to stay competitive in a constantly changing business environment.

Program Objectives

To produce business professionals who:

- 1. Assume supervisory and/or managerial responsibilities within their organization;
- 2. Pursue graduate studies in business and management; and
- 3. Manage a business.

Program Outcomes

Students of BS Business Administration should be able to:

- 1. Analyze the business environment for strategic direction;
- 2. Prepare operational plans;
- 3. Innovate business ideas based on emerging industry;
- 4. Manage a strategic business unit for economic sustainability; and
- 5. Conduct business research.

Curriculum Components

Courses	Units	Total
A. General Education Courses (CMO 20, s. 2013; CMO 4, s.2018)		36
B. National Service Training Program (NSTP)		6
C. Physical Education (PE) Courses		8
D. Common Business and Management Courses		6
Operations Management with Total Quality Management	3	0
Strategic Management	3	
E. Business Administration Core Courses		24
Basic Microeconomics	3	24
 Law on Obligations and Contracts	3	
Income Taxation	3	
Good Governance and Social Responsibility	3	
Human Resource Management	3	
International Business and Trade	3	
Research Methods Applied in Marketing Management	3	
Marketing Management Thesis Writing	3	
F. Professional Courses	3	2.4
Professional Salesmanship	3	24
Marketing Research		
Marketing Management	3	
Distribution Management	3	
Advertising	3	
Product Management	3	
Retail Management	3	
1 Totali Management	3	

	Pricing Strategy	2	
	G. Elective Courses	3	
	Consumer Behaviour		24
	International Marketing	3	
	Special Topics in Marketing Management with Seminar	3	
	Entrepreneurial Management	3	
	Fundamentals of During B	3	
	Fundamentals of Business Process Outsourcing	3	
	Business Communication	3	
THE STATE OF THE PARTY OF THE P	Service Culture	3	
-	Business Analytics	3	
	H. Internship/Practicum / Work Integrated Learning (600 Hours)	3	6

SUMMARY	
Courses	Name Land Carl
GE Courses	Number of Units
NSTP	36
PE	6
Common Business and Management Courses	8
Business and Wanagement Courses	6
Business Core Courses	24
Professional Courses	24
Elective Courses	
Internship/ Practicum / Work Integrated Learning (600	24
Hours)	6
	134

PROGRAM OF STUDY

	FIRST YEAR				
	FIRST SEMESTE	CR	And the second s		
Course Code	Course Title	Units	Но	ur/s	Pre-
GEd 102	Mathematics in the Modern World		Lec	Lab	Requisite/s
GEd 108	Art Appreciation	3	3	0	the state of the s
ECO 101	Basic Microeconomics	3	3	0	and the second s
MGT 101	Human Resource Management	3	3	0	
PE 101	Physical Fitness, Gymnastics and Aerobics	3	3	0	
	National Service Training Program 1	2	2	0	
ALL	Total	3	3	0	
er van de demogra og av standere ved seprepativa bronners stand i amendere specietar	TUTAL	17	17	0	

	FIRST YEAR				
	SECOND SEMES	FER			entities deut de la contraction de la contractio
Course Code	Course Title	Units	Но	ur/s	Pre- Requisite/s
GEd 101	Understanding the Self		Lec	Lab	
GEd 109		3	3	0	
Table Committee	Science, Technology, and Society	3	3	0	
	Product Management	3	3	0	
MKT 102	Consumer Behaviour	3		-	
PE 102	Rhythmic Activities		3	0	
NSTP 121		2	2	0	PE 101
LAL	National Service Training Program 2	3	3	0	NSTP 111
	Total	17	17	0	1011 111

	SECOND YEAR				
	FIRST SEMESTER	and the second s			
Course Code	Course Title	Units	Hour/s		Pre- Requisite/s
LAW 201	Law on Obligations and Co.		Lec	Lab	
TAX 301	Law on Obligations and Contracts	3	3	0	The state of the s
	Income Taxation	3	3	0	
FILI 101	Kontekswalisadong Komunikasyon sa Filipino	3	3	0	
LITR 102	ASEAN Literature	3			
GEd 104	Contemporary World		3	0	
		3	3	0	
MKT 203	Marketing Research				MKT 101.
PE 103	Individual A. I.D. 10	3	3	0	MKT 102
1 12 103	Individual And Dual Sports	2	2	0	PE 101
	Total	20	20	0	I I IVI

	SECOND YEA	R	Marie a consistent de marie de marie de de marie de mari		
	SECOND SEMES	TER			
Course Code	Course Title Filipino sa Iba't-ibang Disiplina	Units	Hour/s		Pre- Requisite/s
FILI 102			Lec	Lab	
	Purposive Communication	3	3	0	and the second section of the section
		3	3	0	
ULU IVJ	Life and Work of Rizal	3	3	0	

	- V - 195 E	20	20	0	A STATE OF THE PARTY OF THE PAR
	Total	1 2	2	0	PE 101
PE 104	Team Sports	1	3	0	
	Fundamentals of Business Process Outsourcing (BPO)	3	3	0	
BPO 201		3	3	0	MKT 203
MKT 204	Distribution Management		- 3	U	
MGT 202	Good Governance and Social Responsibility	3	2	0	

	THIRD YEAR			An colonian ye in a para calana a gigaran di yanyar da wa in anganan	
	FIRST SEMESTER				
Course Code	Course Title	Units	Hour/s		Pre- Requisite/s
MGT 303	Operations Management with T-4-10 111		Lec	Lab	
GEd 107	Operations Management with Total Quality Management Ethics	3	3	0	
MGT 304		3	3	0	And an annual state of the stat
BPO 302	International Business and Trade	3	3	0	
GEd 105	Business Communication	3	3	0	BPO 201
MKT 305	Readings in Philippine History	3	3	0	201
	Pricing Strategy	3	3	0	MUT 204
MKT 306	Professional Salesmanship	3			MKT 204
	Total		3	0	MKT 204
The state of the s		21	21	0	

	THIRD YEAR			Annual to the state of the stat			
SECOND SEMESTER							
Course Code	Course Title	Course Title Units Hou		ur/s	Pre- Requisite/s		
MGT 305	Entrepreneurial Management		Lec	Lab			
BPO 303	Service Culture	3	3	0			
	Service Culture	3	3	0	BPO 302		
MKT 307	Advertising				MKT 305,		
		3	3	0	MKT 306		
MKT 308	Retailing Management		30 9 4 9 4 9 4 9 4 9 4 9 4 9 4 9 4 9 4 9		MKT 305,		
		3	3	0	MKT 306		
MKT 309	International Marketing		2000		MKT 305,		
MKT 310		3	3	0	MKT 306		
IVIIXI JIU	Research Methods Applied in Marketing Management	3	3	0			
	Total	18	18	0			

	FOURTH YEAR			than by the second section of the desired per section (
FIRST SEMESTER							
Course Code	Course Title	Units	Hour/s		Pre- Requisite/s		
MKT 411	Markating Mana		Lec	Lab			
7711	Marketing Management Thesis Writing	3	3	0	MKT 310		
MKT 412	Marketing Management				MKT 307, MKT 308,		
MIZT 412	G : 1 =	3	3	0	MKT 309		
MKT 413	Special Topics in Marketing Management with Seminar	3	3	0			
ANA 401	Business Analytics Lecutres	2	2	0			
ANA 402	Business Analytics Laboratory	1		0			
MGT 406	Strategic Management	1	0	1			
		3	3	0	MGT 303		
	Total	15	14	1			

	FOURTH YEAR SECOND SEMESTER					
Course Code	Course Title	Units	Units Hour/s		Pre- Requisite	
	Practicum / Work Integrated I		Lec	Lab		
MKT 414	Practicum / Work Integrated Learning for Marketing Management	6	0	6	Regular Standing	
	Total	6	0	0		