



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	
	Strategic Management	3	
	E. Business Administration Core Courses		24
	Basic Microeconomics	3	
	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		24
	Professional Salesmanship	3	
	Marketing Research	3	
	Marketing Management	3	
	Distribution Management	3	
	Advertising	3	
	Product Management	3	
	Retail Management	3	

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

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

PROGRAM OF STUDY

FIRST YEAR					
FIRST SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
GEd 102	Mathematics in the Modern World	3	3	0	
GEd 108	Art Appreciation	3	3	0	
ECO 101	Basic Microeconomics	3	3	0	
MGT 101	Human Resource Management	3	3	0	
PE 101	Physical Fitness, Gymnastics and Aerobics	2	2	0	
NSTP 111	National Service Training Program 1	3	3	0	
	Total	17	17	0	

FIRST YEAR					
SECOND SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
GEd 101	Understanding the Self	3	3	0	
GEd 109	Science, Technology, and Society	3	3	0	
MKT 101	Product Management	3	3	0	
MKT 102	Consumer Behaviour	3	3	0	
PE 102	Rhythmic Activities	2	2	0	PE 101
NSTP 121	National Service Training Program 2	3	3	0	NSTP 111
	Total	17	17	0	

SECOND YEAR					
FIRST SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
LAW 201	Law on Obligations and Contracts	3	3	0	
TAX 301	Income Taxation	3	3	0	
FILI 101	Kontekswalisadong Komunikasyon sa Filipino	3	3	0	
LITR 102	ASEAN Literature	3	3	0	
GEd 104	Contemporary World	3	3	0	
MKT 203	Marketing Research	3	3	0	MKT 101, MKT 102
PE 103	Individual And Dual Sports	2	2	0	PE 101
	Total	20	20	0	

SECOND YEAR					
SECOND SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
FILI 102	Filipino sa Iba't-ibang Disiplina	3	3	0	
GEd 106	Purposive Communication	3	3	0	
GEd 103	Life and Work of Rizal	3	3	0	

MGT 202	Good Governance and Social Responsibility	3	3	0	
MKT 204	Distribution Management	3	3	0	MKT 203
BPO 201	Fundamentals of Business Process Outsourcing (BPO)	3	3	0	
PE 104	Team Sports	2	2	0	PE 101
	Total	20	20	0	

THIRD YEAR					
FIRST SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
MGT 303	Operations Management with Total Quality Management	3	3	0	
GEd 107	Ethics	3	3	0	
MGT 304	International Business and Trade	3	3	0	
BPO 302	Business Communication	3	3	0	
GEd 105	Readings in Philippine History	3	3	0	BPO 201
MKT 305	Pricing Strategy	3	3	0	
MKT 306	Professional Salesmanship	3	3	0	MKT 204
	Total	21	21	0	MKT 204

THIRD YEAR					
SECOND SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
MGT 305	Entrepreneurial Management	3	3	0	
BPO 303	Service Culture	3	3	0	BPO 302
MKT 307	Advertising	3	3	0	MKT 305, MKT 306
MKT 308	Retailing Management	3	3	0	MKT 305, MKT 306
MKT 309	International Marketing	3	3	0	MKT 305, MKT 306
MKT 310	Research Methods Applied in Marketing Management	3	3	0	
	Total	18	18	0	

FOURTH YEAR					
FIRST SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
MKT 411	Marketing Management Thesis Writing	3	3	0	MKT 310
MKT 412	Marketing Management	3	3	0	MKT 307, MKT 308, 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	1	
MGT 406	Strategic Management	3	3	0	MGT 303
	Total	15	14	1	

**FOURTH YEAR
SECOND SEMESTER**

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