



Republic of the Philippines
BATANGAS STATE UNIVERSITY

The National Engineering University

Lipa Campus

A. Tanco Drive, Marawoy, Lipa City, Batangas, Philippines 4217

Tel Nos.: (+63 43) 980-0385 loc. 3127

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

College of Arts and Sciences

CURRICULUM

Bachelor of Arts in Communication

Academic Year 2023-2024

**Reference CMOs: CMO 35 Ss. 2017, CMO 4 Ss. 2018, CMO 20 Ss. 2013,
CMO 39 Ss. 2021, CMO 40, Ss. 2021**

Curriculum Description

The curriculum for Bachelor of Arts in Communication includes general education courses, core courses, required courses, electives, and the thesis/special project. Courses that would generate a particular track, concentration, or are specialization may also be offered

Program Objectives

This program aims to equip students with the knowledge and skills in the theory and practice of communication applicable in various professions and contexts, with focus on media professions.

Institutional Graduate Attributes (IGA)

1. **Knowledge Competence** - Demonstrate a mastery of the fundamental knowledge and skills required for functioning effectively as a professional in the discipline, and an ability to integrate and apply them effectively to practice in the workplace.
2. **Creativity and Innovation** - Experiment with new approaches, challenge existing knowledge boundaries and design novel solutions to solve problems.
3. **Critical and Systems** - Identify, define, and deal with complex problems pertinent to the future professional practice or daily life through logical, analytical and critical thinking.
4. **Communication** - Communicate effectively (both orally and in writing) with a wide range of audiences, across a range of professional and personal contexts, in English and Pilipino.
5. **Lifelong Learning** - Identify own learning needs for professional or personal development; demonstrate an eagerness to take up opportunities for learning new things as well as the ability to learn effectively on their own.
6. **Leadership, teamwork, and Interpersonal Skills** - Function effectively both as a leader and as a member of a team; motivate and lead a team to work towards goal; work collaboratively with other team members; as well as connect and interact socially and effectively with diverse culture.
7. **Global Outlook** - Demonstrate an awareness and understanding of global issues and willingness to work, interact effectively, and show sensitivity to cultural diversity.
8. **Social and National Responsibility** - Demonstrate an awareness of their social and national responsibility; engage in activities that contribute to the betterment of the society; and behave ethically and responsibly in social, professional and work environments.

Student Outcomes

The graduates of the Bachelor of Arts in Communication are able to:



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- Define and access information needs; assess and organize information and knowledge; produce, share and utilize information and knowledge;
- communicate in different formats and platforms (print, broadcast, and online);
- Prepare communication/ media plan;
- Conduct communication and media research and evaluation;
- Develop and produce communication materials in different formats and platforms;
- Develop entrepreneurial capabilities;
- Adhere to ethical standards and practices;
- Know and practice rights and responsibilities and accountabilities in the communication professions;
- Demonstrate a development orientation and communication work; and
- Apply communication theories/ models, principles and tools in development work.

Curriculum Components

COURSES	UNITS	TOTAL UNITS
A. General Education Courses		54
Understanding the Self	3	
Readings in Philippine History	3	
The Contemporary World	3	
Mathematics in the Modern World	3	
Purposive Communication		
Art Appreciation	3	
Science, Technology, and Society	3	
Ethics	3	
Kontekswalisadong Komunikasyon sa Filipino	3	
Understanding the World Through Communication	3	
Filipino sa Ibat ibang Disiplina	3	
Retorika - Masining na Pagpapahayag	3	
Technical Writing	3	
Sosyedad at Literatura/ Panitikang Panlipunan	3	
Statistics for Research	3	
ASEAN Literature	3	
History and Aesthetic Theories of Photography	3	
On the Job Training	3	
B. Required Courses		88
Introduction to Communication Media	3	
Risk, Disaster, and Humanitarian Communication	3	
Desktop Publishing	5	
Multimedia Storytelling	5	
Communication Media Laws and Ethics	3	
Digital Publishing	3	
Multimedia Production	5	



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Communication Management and Entrepreneurship	3	
Knowledge Management	3	
Social Media and Mobile Technology for Communication Campaigns	3	
Digital Learning Materials Development	3	
Scriptwriting for Multimedia	3	
Communication Planning	3	
Communication, Culture, and Society	3	
Introduction to Development Communication	3	
Communication Theory	3	
Communication Research	3	
Visual Communication	5	
Thesis/ Special Project 1	3	
Thesis/ Special Project 2	3	
Radio and TV Production	5	
Journalism Principles and Practices	3	
Broadcasting Principles and Practices	3	
Social Media Principles and Practices	3	
Advertising Principles and Practices	3	
Introduction to Film	3	
C. Physical Activity Towards Health and Fitness (PATHFit)		8
PATHFit 1 – Movement Competency Training	2	
PATHFit 2 – Exercised-Based Fitness Activities	2	
PATHFit 3 - Menu of Dance, Sports, Martial Arts, Group Exercise, Outdoor Adventure Activities Menu Offering: Traditional and Recreational Games	2	
PATHFit 4 - Menu of Dance, Sports, Martial Arts, Group Exercise, Outdoor Adventure Activities Menu Offering: Team Sports (Basketball and Volleyball)	2	
D. National Service Training Program (NSTP)		6
E. Mandated Subject		3
Life and Works of Rizal	3	



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Course	Number of Units
General Education Courses	54
Required Courses	88
PATHFit 1-4	8
National Service Training Program (NSTP)	6
Mandated Subject	3
TOTAL	159

Program of Study

First Year – First Semester

Course Code	Descriptive Title of subject	Credits	Lec	Lab	Pre-requisites
Ged 101	Understanding the Self	3	3	-	-
Ged 105	Reading in Philippine History	3	3	-	-
Ged 106	Purposive Communication	3	3	-	-
Ged 109	Science, Technology and Society	3	3	-	-
FILI 101	Kontekswalisadong Komunikasyon sa Filipino	3	3	-	-
Ged 110	Understanding the World Through Communication	3	3	-	-
NSTP 111	National Service Training Program 1	3	3	-	-
NSTP	NSTP- Civic Welfare Training Service 1	3	3	-	-
NSTP	NSTP- Literacy Training Service 1	3	3	-	-
NSTP	NSTP- Reserve Officers Training Corps 1	3	3	-	-
PATHFit 1	Movement Competency Training	2	2	-	-
		23	23	0	

First Year – Second Semester

Course Code	Descriptive Title of subject	Credits	Lec	Lab	Pre-requisites
GEd 102	Mathematics in the Modern World	3	3	-	-
GEd 104	The Contemporary World	3	3	-	-
GEd 107	Ethics	3	3	-	-
GEd 108	Art Appreciation	3	3	-	-
FILI 102	Filipino sa Iba't Ibang Disiplina	3	3	-	-
Comm 101	Introduction to Communication Media	3	3	-	-
NSTP 121	National Service Training Program 2	3	3	-	NSTP 111
NSTP	NSTP- Civic Welfare Training Service 2	3	3	-	NSTP 111CW
NSTP	NSTP- Literacy Training Service 2	3	3	-	NSTP 111LT
NSTP	NSTP- Reserve Officers Training Corps 2	3	3	-	NSTP 111RO
PATHFit 2	Exercise-Based Fitness Activities	2	2	-	PATHFit 1
		23	23	0	

Second Year – First Semester

Course Code	Descriptive Title of subject	Credits	Lec	Lab	Pre-requisites
GEd 103	Life and Works of Rizal	3	3	-	-
GEd 111	Technical Writing	3	3	-	-
FILI 103	Retorika-Masining na Pagpapahayag	3	3	-	-
LITR 101	Sosyedad at Literature/ Panitikang Panlipunan	3	3	-	-
Comm 103	Communication Culture and Society	3	3	-	Comm 101
Comm 104	Introduction to Development Communication	3	3	-	Comm 101
Comm 102	Introduction to Film	3	3	-	-



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PATHFit 3	Menu of Dance, Sports, Martial Arts, Group Exercise, Outdoor Adventure Activities Menu Offering: Traditional and Recreational Games	2	2	-	PATHFit 1 and PATHFit 2
		23	23	0	

Second Year – Second Semester

Course Code	Descriptive Title of subject	Credits	Lec	Lab	Pre-requisites
GEEd 112	Statistics for Research	3	3	-	-
LITR 102	ASEAN Literature	3	3	-	-
Comm 105	Communication Theory	3	3	-	Comm 101
Comm 106	Risk, Disaster and Humanitarian Communication	3	3	-	-
Comm 107	Social Media Principles and Practices	3	3	-	-
Comm 108	Advertising Principles and Practices	3	3	-	-
PATHFit 4	Menu of Dance, Sports, Martial Arts, Group Exercise, Outdoor Adventure Activities Menu Offering: Team Sports (Basketball and Volleyball)	2	2	-	PATHFit 1 and PATHFit 2
		20	20	0	

Third Year – First Semester

Course Code	Descriptive Title of subject	Credits	Lec	Lab	Pre-requisites
GEEd 113	History and Aesthetic Theories of Photography	3	3	-	-
Comm 109	Communication Research	3	3	-	Comm 105 & GEEd 112
Comm 110	Broadcasting Principles and Practices	3	3	-	-
Comm 111	Journalism Principles and Practices	3	3	-	-
Comm 112	Desktop Publishing	5	3	6	-
Comm 113	Multimedia Storytelling	5	3	6	-
		22	18	12	

Third Year – Second Semester

Course Code	Descriptive Title of subject	Credits	Lec	Lab	Pre-requisites
Comm 114	Communication Media Laws and Ethics	3	3	-	-
Comm 115	Social Media and Mobile Technology for Communication Campaigns	3	3	-	-
Comm 116	Digital Learning Materials Development	3	3	-	-
Comm 117	Visual Communication	5	3	6	GEEd 113
Comm 118	Scriptwriting for Multimedia	3	3	-	-
		17	15	6	

Third Year – Summer

Course Code	Descriptive Title of subject	Credit	Lec	Lab	Pre-requisites
OJT 300	300 Hours On-The-Job Training	3	-	300	3 rd Year Standing
		3	0	300	

Fourth Year – First Semester

Course Code	Descriptive Title of subject	Credits	Lec	Lab	Pre-requisites
Comm 119	Thesis / Special Project 1	3	3	-	GEEd 111 & Comm 109
Comm 120	Communication Planning	3	3	-	-
Comm 121	Digital Publishing	3	3	-	-
Comm 122	Multimedia Production	5	3	6	-
		14	12	6	



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Fourth Year – Second Semester

Course Code	Descriptive Title of subject	Credits	Lec	Lab	Pre-requisites
Comm 123	Thesis / Special Project 2	3	3	-	Comm 119
Comm 124	Communication Management and Entrepreneurship	3	3	-	-
Comm 125	Knowledge Management	3	3	-	-
Comm 126	Radio and Television Production	5	3	6	Comm 110
		14	12	6	

Total Units: 159 UNITS