

Republic of the Philippines  
**BATANGAS STATE UNIVERSITY**

**The National Engineering University**

**Lipa Campus**

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

Tel Nos.: (043) 771-2526/(043) 980-0387 loc 3101

E-mail Address: [cabe.lipa@g.batstate-u.edu.ph](mailto:cabe.lipa@g.batstate-u.edu.ph) | Website Address: <http://www.batstate-u.edu.ph>

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**College of Accountancy, Business and Economics**

**CURRICULUM**

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

**Major in Marketing Management**

Academic Year 2023-2024

Reference CMO: No 17, s. 2017, 4, s.2018 and 20, s. 2013,

CMO No. 39, S. 2021, CMO No. 40, S. 2021

**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 Educational Objectives**

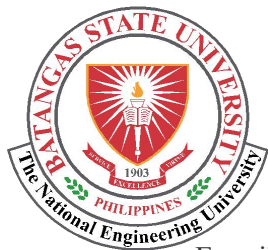
To produce business professionals who:

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

**Institutional Graduate Attributes**

The student should achieve at least 75% for each IGA upon graduation.

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 Thinking.** 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.



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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.

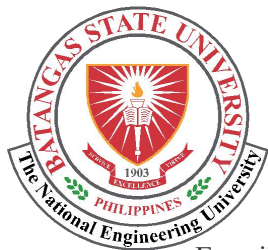
**Program Outcomes**

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**

<b>Courses</b>	<b>Units</b>	<b>Total</b>
<b>A. General Education Courses</b> (CMO 20, s. 2013; CMO 4, s.2018)		<b>36 units</b>
Understanding the Self	3	
Readings in Philippine History	3	
The Contemporary World	3	
Mathematics in the Modern World	3	
Purposive Communication	3	
Art Appreciation	3	
Science, Technology, and Society	3	
Ethics	3	
Kontekstwalisadong Komunikasyon sa Filipino	3	
ASEAN Literature	3	
Filipino sa Iba't Ibang Disiplina	3	
Life and Works of Rizal	3	
<b>B. Other Courses</b>		<b>14 units</b>
PATHFit 1 Movement Competency Training	2	
PATHFit 2 Exercise-Based Fitness Activity	2	
PATHFit 3 Menu of Dance, Sports, Martial Arts, Group Exercise, Outdoor and Adventure Activities Menu Offering: Traditional and Recreational Game	2	
PATHFit 4 Menu of Dance, Sports, Martial Arts, Group Exercise, Outdoor and Adventure Activities Menu Offering: Team Sports (Basketball and Volleyball)	2	
National Service Training Program 1	3	
National Service Training Program 2	3	
<b>C. Common Business and Management Courses</b>		<b>6 units</b>
Operations Management with Total Quality Management	3	
Strategic Management	3	
<b>D. Business Administration Core Courses</b>		<b>24 units</b>
Basic Microeconomics	3	
Business Law (Obligations and Contract)	3	
Income Taxation	3	



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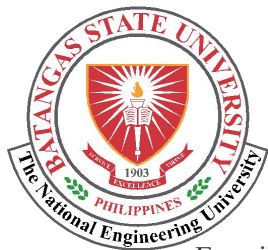
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Good Governance and Social Responsibility	3	
Human Resource Management	3	
International Business and Trade	3	
Business Research	3	
Thesis Writing	3	
<b>E. Professional Courses</b>		<b>24 units</b>
Professional Salesmanship	3	
Marketing Research	3	
Marketing Management	3	
Distribution Management	3	
Advertising	3	
Product Management	3	
Retail Management	3	
Pricing Strategy	3	
<b>F. Elective Courses</b>		<b>24 units</b>
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	
<b>G. Internship/ Practicum / Work Integrated Learning (600 Hours)</b>		<b>6 units</b>

<b>SUMMARY</b>	
<b>Courses</b>	<b>Number of Units</b>
GE Courses	36 units
NSTP	6 units
PATHFit	8 units
Common Business and Management Courses	6 units
Business Administration Core courses	24 units
Professional Courses	24 units
Electives	24 units
Internship/Practicum	6 units
<b>TOTAL NO. OF UNITS</b>	<b>134 units</b>

**PROGRAM OF STUDY**

Year	Course Code	Course Description	Credits	Lec	Lab	RLE	Pre-Requisite	Co-Requisite
<b>Year 1</b>	<b>FIRST SEMESTER</b>							
	<b>GEd 102</b>	Mathematics in the Modern World	3	3	0			
	<b>GEd 108</b>	Art Appreciation	3	3	0			
	<b>ECO 101</b>	Basic Microeconomics	3	3	0			
	<b>MGT 101</b>	Human Resource Management	3	3	0			
	<b>PATHFit1</b>	Movement Competency Training	2	2	0			
	<b>NSTP 111</b>	National Service Training Program 1	3	3	0			
	<b>Total</b>		<b>17</b>	<b>17</b>	<b>0</b>			
<b>Year 1</b>	<b>SECOND SEMESTER</b>							
	<b>GEd 101</b>	Understanding the Self	3	3	0			



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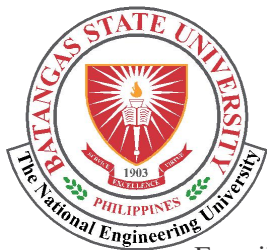
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	<b>GEd 109</b>	Science, Technology, and Society	3	3	0			
	<b>MKT 101</b>	Product Management	3	3	0			
	<b>MKT 102</b>	Consumer Behaviour	3	3	0			
	<b>PATHFit 2</b>	Exercise Based Fitness Activity	2	2	0		PATHFit 1	
	<b>NSTP 121</b>	National Service Training Program 2	3	3	0		NSTP 111	
	<b>Total</b>			<b>17</b>	<b>17</b>	<b>0</b>		
<b>Year 2</b>	<b>FIRST SEMESTER</b>							
	<b>LAW 201</b>	Law on Obligations and Contracts	3	3	0			
	<b>TAX 301</b>	Income Taxation	3	3	0			
	<b>FILI 101</b>	Kontekswalisadong Komunikasyon sa Filipino	3	3	0			
	<b>LITR 102</b>	ASEAN Literature	3	3	0			
	<b>GEd 104</b>	The Contemporary World	3	3	0			
	<b>MKT 203</b>	Marketing Research	3	3	0		MKT 101, MKT 102	
	<b>PATHFit 3</b>	Menu of Dance, Sports, Martial Arts, Group Exercise, Outdoor and Adventure Activities Menu Offering: Traditional and Recreational Game	2	2	0		PATHFit 1 & 2	
<b>Total</b>			<b>20</b>	<b>20</b>	<b>0</b>			
<b>Year 2</b>	<b>SECOND SEMESTER</b>							
	<b>FILI 102</b>	Filipino sa Iba't-ibang Disiplina	3	3	0			
	<b>GEd 106</b>	Purposive Communication	3	3	0			
	<b>GEd 103</b>	Life and Works of Rizal	3	3	0			
	<b>MGT 202</b>	Good Governance and Social Responsibility	3	3	0			
	<b>MKT 204</b>	Distribution Management	3	3	0		MKT 203	
	<b>BPO 201</b>	Fundamentals of Business Process Outsourcing (BPO)	3	3	0			
	<b>PATHFit 4</b>	Menu of Dance, Sports, Martial Arts, Group Exercise, Outdoor and Adventure Activities Menu Offering: Team Sports (Basketball and Volleyball)	2	2	0		PATHFit 1 & 2	
<b>TOTAL</b>			<b>20</b>	<b>20</b>	<b>0</b>			
<b>Year 3</b>	<b>FIRST SEMESTER</b>							
	<b>MGT 303</b>	Operations Management with Total Quality Management	3	3	0			
	<b>GEd 107</b>	Ethics	3	3	0			
	<b>MGT 304</b>	International Business and Trade	3	3	0			
	<b>BPO 302</b>	Business Communication	3	3	0		BPO 201	
	<b>GEd 105</b>	Readings in Philippine History	3	3	0			
	<b>MKT 305</b>	Pricing Strategy	3	3	0		MKT 204	
	<b>MKT 306</b>	Professional Salesmanship	3	3	0		MKT 204	
<b>TOTAL</b>			<b>21</b>	<b>21</b>	<b>0</b>			
<b>Year 3</b>	<b>SECOND SEMESTER</b>							
	<b>MGT 305</b>	Entrepreneurial Management	3	3	0			
	<b>BPO 303</b>	Service Culture	3	3	0		BPO 302	
	<b>MKT 307</b>	Advertising	3	3	0		MKT 305, MKT 306	
	<b>MKT 308</b>	Retailing Management	3	3	0		MKT 305, MKT 306	
	<b>MKT 309</b>	International Marketing	3	3	0		MKT 305,	



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							MKT 306	
	<b>MKT 310</b>	Research Methods Applied in Marketing Management	3	3	0			
	<b>TOTAL</b>		<b>18</b>	<b>18</b>	<b>0</b>			
<b>Year 4</b>	<b>FIRST SEMESTER</b>							
	<b>MKT 411</b>	Marketing Management Thesis Writing	3	3	0		MKT 310	
	<b>MKT 412</b>	Marketing Management	3	3	0		MKT 307, MKT 308, MKT 309	
	<b>MKT 413</b>	Special Topics in Marketing Management with Seminar	3	3	0			
	<b>ANA 401</b>	Business Analytics Lectures	2	2	0			
	<b>ANA 402</b>	Business Analytics Laboratory	1	0	1			
	<b>MGT 406</b>	Strategic Management	3	3	0		MGT 303	
	<b>TOTAL</b>		<b>15</b>	<b>14</b>	<b>1</b>			
<b>Year 4</b>	<b>SECOND SEMESTER</b>							
	<b>MKT 414</b>	Practicum / Work Integrated Learning for Marketing Management (600hrs)	6	0	6		Regular Standing	
	<b>TOTAL</b>		<b>6</b>	<b>0</b>	<b>6</b>			