

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION					
MAJOR IN MARKETING MANAGEMENT					
EFFECTIVE ACADEMIC YEAR 2018-2019					
(Update Program of Study as of Academic Year 2020-2021)					
COURSE CODE	COURSE TITLE	HOURS		UNITS	PRE-REQUISITE
		LEC	LAB		
FIRST YEAR					
FIRST SEMESTER		18	0	23	
BA031	Microeconomics	3	0	3	
BA033	Human Resource Management	3	0	3	
MGT131	Human Behavior in Organization	3	0	3	
MATH031	Mathematics in the Modern World	3	0	3	
ENGL031	Purposive Communication	3	0	3	
SOCSCI032	The Contemporary World	3	0	3	
PE103	Movement Enhancement			2	
NSTP111	National Service Training Program 1			3	
SECOND SEMESTER		18	0	23	
MKM132	Professional Salesmanship	3	0	3	
BA032	Basic Supervision	3	0	3	
ENGL033	Conversational English with Public Speaking	3	0	3	
PSYCH031	Understanding the Self	3	0	3	
SOCSCI031	Readings in Philippine History	3	0	3	
HUM031	Art Appreciation	3	0	3	
PE104	Fitness Exercises			2	PE103
NSTP112	National Service Training Program 2			3	NSTP111
SECOND YEAR					
FIRST SEMESTER		21	3	24	
MKM231	Marketing Management	3	0	3	
LAW231	Business Law - Obligations and Contracts	3	0	3	
TAX231	Income Taxation	3	0	3	
ENGL254	Business Communication	3	0	3	
FLELEC1	Foreign Language Elective 1	3	0	3	
CSIT101	Modern Tools 1	0	3	1	
STS031	Science, Technology and Society	3	0	3	
GE-BA1	General Education Elective 1	3	0	3	
PE205	Physical Activities Towards Health and Fitness I			2	PE103
SECOND SEMESTER		21	3	24	
MKM232	Marketing Research	3	0	3	
MKM234	Advertising	3	0	3	
MKMELEC1	Marketing Management Elective 1	3	0	3	
MATH035	Quantitative Techniques in Business	3	0	3	
FLELEC2	Foreign Language Elective 2	3	0	3	
CSIT102	Modern Tools 2	0	3	1	
GE-BA2	General Education 2	3	0	3	
RIZAL031	The Life and Works of Rizal	3	0	3	
PE206	Physical Activities Towards Health and Fitness II			2	PE103

THIRD YEAR					
FIRST SEMESTER		23	3	24	
MKM331	Distribution Management	3	0	3	
MKM333	Retail Management	3	0	3	
MKM335	Customer Relationship Management	3	0	3	
BA034	Technopreneurship	3	0	3	
BA035	International Business and Trade	3	0	3	
PA132	Good Governance and Social Responsibility	3	0	3	
MGT033	Operations Management / TQM	3	0	3	
BUSA341	Fundamentals of Business Analytics	2	3	3	
SECOND SEMESTER		20	3	21	
MKM332	Pricing Strategy	3	0	3	
MKMELEC2	Marketing Management Elective 2	3	0	3	
MKMELEC3	Marketing Management Elective 3	3	0	3	
BA036	Business Research	3	0	3	
MGT035	Strategic Management	3	0	3	
BUSA343	Intermediate Business Analytics	2	3	3	BUSA341
PHILO031	Ethics	3	0	3	
FOURTH YEAR					
FIRST SEMESTER		17	3	18	
MKM431	Special Topics in Marketing Management	3	0	3	
MKM433	Product Management	3	0	3	
MKMELEC4	Marketing Management Elective 4	3	0	3	
BA037	Thesis/ Feasibility Study	3	0	3	
KPO421	Business Process Outsourcing	2	3	3	CSIT101, CSIT102
GE-BA3	General Education Elective 3	3	0	3	
SECOND SEMESTER		0	0	6	
BA412	Practicum / Internship (600 hours)			6	
GRAND TOTAL		138	15	163	
PROFESSIONAL ELECTIVE COURSES					
MKM236	MKMELEC1: Consumer Behavior	3	0	3	
MKM334	MKMELEC2: Franchising	3	0	3	
MGT036	MKMELEC3: Entrepreneurial Management	3	0	3	
MKM435	MKMELEC4: International Marketing	3	0	3	
FOREIGN LANGUAGE ELECTIVES					
FL031	Foreign Language 1: Spanish 1	3	0	3	
FL032	Foreign Language 2: Spanish 2	3	0	3	FL031
FL033	Foreign Language 3: Nihongo 1	3	0	3	
FL034	Foreign Language 4: Nihongo 2	3	0	3	FL033
FL035	Foreign Language 5: German 1	3	0	3	
FL036	Foreign Language 6: German 2	3	0	3	FL035
GENERAL EDUCATION ELECTIVES					
ENTREP212	Entrepreneurial Mind	3	0	3	
ENGL014	Technical Writing/ Communication	3	0	3	
	Living in the IT Era	3	0	3	