



5-YEAR BSBA CURRICULUM FOR EVENING PROGRAM
Bachelor of Science in Business Administration
Marketing Management
 Effective the School Year 2018-2019
PER CMO NO 17 SERIES OF 2017

First Year
First Semester

Grade	Course Code	Course Title	Credit Units	Pre-Requisites	Type
	RE 101	Catechesis and Salvation History	(3)	None	LECTURE
	Eng 1	Academic Listening and Speaking	3	None	LECTURE
	Psy 101	Understanding the Self	3	None	LECTURE
	Math101	Mathematics in the Modern World	3	None	LECTURE
	Fil101	Pasulat at Pasalita sa Masining na Pagpapahayag	3	None	LECTURE
	PE 101	Contemporary Dances	2	None	LECTURE
	NSTP101	Civic Welfare Training I	3	None	LECTURE
		Total Units	17 (3)		

First Year
Second Semester

Grade	Course Code	Course Title	Credit Units	Pre-Requisites	Type
	RE 102	Catechesis on Jesus Christ	(3)	RE 101	LECTURE
	Eng2	Academic Reading	3	Eng1	LECTURE
	PhilHist	Readings in Philippine History	3	None	LECTURE
	Lit 101	Contemporary World	3	Eng 101	LECTURE
	Rizal	Life and Works of Rizal	3	NONE	LECTURE
	PE 102	Philippine Folk Dances	2	PE 101	LECTURE
	NSTP 102	Civic Welfare Training II	3	NSTP 101	LECTURE
		Total Units	17 (3)		

**Second Year
First Semester**

Grade	Course Code	Course Title	Credit Units	Pre-Requisites	Type
	RE 103	Catechesis on Church and Sacraments	(3)	RE 102	LECTURE
	ScieTech	Science , Technology and Society	3	None	
	GenSoc	Gender and Society	3	None	LECTURE
	Eng 3	Purposive Communication	3	Eng 2	LECTURE
	Fil 102	Pagpapahalaga sa Panitikang Filipino	3	Fil 101	LECTURE
	FINACR	Financial Accounting and Reporting	3	None	LECTURE
	PE 103	Filipino Games and Sports	2	PE 102	LECTURE
		Total Units	17 (3)		

**Second Year
Second Semester**

Grade	Course Code	Course Title	Credit Units	Pre-Requisites	Type
	RE 104	Catechesis on Christian Morality	(3)	RE 103	LECTURE
	Eng4	Oral Communication in Diverse Context	3	Eng3	LECTURE
	Ethics	Ethics	3	NONE	LECTURE
	SP101	Speech and Stage Arts	3	Eng1	LECTURE
	Hum 101	Art Appreciation	3	NONE	LECTURE
	MktgMgt	Marketing Management	3	NONE	
	PE 104	Wellness and Drug Prevention	2	PE 3	LECTURE
		Total Units	17 (3)		

**Third Year
First Semester**

	Course Code	Course Title	Credit Units	Pre-Requisites	
	RE 105	Catechesis on Social Responsibility	(3)	RE 104	LECTURE
	ProfSales	Professional Salesmanship	3	MktgMgt	LECTURE
	Microeco	Basic Microeconomics	3	NONE	LECTURE
	MACC	Managerial Accounting	3	NONE	LECTURE
	Law on Oblicon	Law on Obligations and Contracts	3	NONE	LECTURE
	Inc Tax	Income Taxation	3	FINACR	LECTURE
	OperMgt	Operations Management and TQM	3	OrgDev	LECTURE
		Total Units	18 (3)		

**Third Year
Second Semester**

GRADE	Course Code	Course Title	Credit Units	Pre-Requisites	TYPE
	RE 106	Catechesis on Media Evangelization	(3)	RE 105	LECTURE
	DistriMgt	Distribution Management	3	MktgMgt	LECTURE
	ProductMgt	Product Management	3	MktgMgt	LECTURE
	RetailMgt	Retail Management	3	MktgMgt	LECTURE
	Good Gov	Good Governance and Social Responsibility	3	Ethics	LECTURE
	HumRes	Human Resource Management	3	OrgDev	LECTURE
	Intltrade	International Business Trade	3	Microeco	LECTURE
		Total Units	18 (3)		

**Fourth Year
First Semester**

GRADE	Course Code	Course Title	Credit Units	Pre-Requisites	TYPE
	PriStra	Pricing Strategy	3	MktgMgt and MACC	LECTURE
	Entrep	Entrepreneurial Management	3	OperMgt and IntlTrade	LECTURE
	StramaMM	Strategic Marketing Management	3	MktgMgt and IntlMktg	LECTURE
	Strama	Strategic Management	3	OrgDev	LECTURE
	BusRes	Business Research / Methods of Research	3	Senior Standing	LECTURE
	ConsBeh	Consumer Behavior	3	MktgMgt and IntlMktg	LECTURE
		Total Units	18		

**Fourth Year
Second Semester**

GRADE	Course Code	Course Title	Credit Units	Pre-Requisites	TYPE
	Advertising	Advertising	3	ProfSales	LECTURE
	MktgRes	Marketing Research	3	MktgMgt and BusRes	LECTURE
	ForLang	Foreign Language (Nihongo or Mandarin)	3	Eng 4	LECTURE
	IntlMktg	International Marketing	3	MktgMgt and IntlTrade	LECTURE
	Thesis/Fesib	Thesis or Feasibility Study	3	BusRes	LECTURE
		Total Units	15		

**Fifth Year
First Semester**

GRADE	Course Code	Course Title	Credit Units	Pre-Requisites	TYPE
	PRACTICUM	Practicum/Work Integrated Learning	6	Completion of all Gen. Ed., Professional, BA Core and Elective Subjects	LECTURE
		Total Units	6		

SUMMARY OF UNITS

COURSES	TOTAL NUMBER OF UNITS
1. General Education (GE) COURSES plus 2 Filipino subjects	48
2. Additional GE COURSES Religious Education (18) Foreign Language 3	3 (18)
3. National Service Training Program (NSTP)	6
4. Physical Education (PE) Courses	8
SUB-TOTAL	65 (18)
5. Core Business and Management Education Courses	6
6. Business Administration Core Courses	24

7. Professional Major Courses	24
8. Additional Courses	9
9. Elective Courses	6
10. Internship	6
SUB-TOTAL	78
TOTAL	143 (18)

Prepared by:

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Dean, Accountancy and Business Program

Filename: SIC 2018 BSBA HRDM REVISED MARCH 2018 CURRICULUM