



2023 CURRICULUM FOR BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN MARKETING MANAGEMENT (BSBA-MM)

COURSE CODE	DESCRIPTIVE TITLE	Lecture Hours			Laboratory Hours			PREREQUISITE(S)
FIRST YEAR, FIRST SEMESTER (17 UNITS)								
GEC	001	Understanding the Self	3	0	3			
GEC	005	Purposive Communication	3	0	3			
ECON	002B	Basic Microeconomics (Eco)	3	0	3			
MK	009	Marketing Management	3	0	3			
MAN	003	Good Governance and Social Responsibility	3	0	3			
PE	001	Physical Activities Toward Health & Fitness 1 (PATHFit 1)	2	0	2			
NSTP	001	National Service Training Program 1	(3)	0	(3)			
FIRST YEAR, SECOND SEMESTER (17 UNITS)								
GEC	002	Readings in Philippine History	3	0	3			
GEC	004B	Mathematics in the Modern World	3	0	3			
MAN	004	Human Resource Management	3	0	3			
MK	005	Product Management	3	0	3			MK 009
ACCTG	015	Financial Accounting and Reporting Part 1	3	0	3			
PE	002	Physical Activities Toward Health & Fitness 2 (PATHFit 2)	2	0	2			PE 001
NSTP	002	National Service Training Program 2	(3)	0	(3)			NSTP 001
SECOND YEAR, FIRST SEMESTER (20 UNITS)								
GEC	003	The Contemporary World	3	0	3			
GEE	002B	GE Elective 1 - Living in the IT Era	3	0	3			
MMELEC	001	Elective Course 1	3	0	3			
GEE	011	GE Elective 2 - Entrepreneurial Mind	3	0	3			
MK	002	Retail Management	3	0	3			MK 005
MK	003	Distribution Management	3	0	3			MK 005
PE	003	Physical Activities Toward Health & Fitness 3 (PATHFit 3)	2	0	2			PE 002
SECOND YEAR, SECOND SEMESTER (20 UNITS)								
GEC	006	Art Appreciation	3	0	3			
GEC	007	Science, Technology and Society	3	0	3			
TAX	003	Income Taxation	3	0	3			ACCTG 015
MMELEC	002	Elective Course 2	3	0	3			
MK	014	Pricing Strategy	3	0	3			MK 005
MAN	008	Operations Management and TQM	3	0	3			MAN 004
PE	004	Physical Activities Toward Health & Fitness 4 (PATHFit 4)	2	0	2			PE 003
THIRD YEAR, FIRST SEMESTER (18 UNITS)								
GEE	005B	GE Elective 3 - Environmental Science	3	0	3			
MMELEC	003	Elective Course 3	3	0	3			
LAW	001A	Business Law (Obligations and Contracts)	3	0	3			
MK	004B	Advertising	3	0	3			MK 005
MAN	011	Business Research	3	0	3			
BIT	005	SAP Business Process Integration	2	3	3			
THIRD YEAR, SECOND SEMESTER (18 UNITS)								
MK	025	Digital Marketing	3	0	3			MK 004B
GEC	008	Ethics	3	0	3			
MAN	010	International Business and Trade	3	0	3			
MK	007	Professional Salesmanship	3	0	3			MK 014
MAN	009	Strategic Management	3	0	3			MAN 008
MK	008	Marketing Research	3	0	3			MAN 011

NO STUDENT SHALL BE ALLOWED TO TAKE FOURTH YEAR PROFESSIONAL COURSES UNLESS HE HAS COMPLETED THE BASIC AND THE THIRD YEAR COURSES INCLUDING PE AND NSTP.

COURSE CODE	DESCRIPTIVE TITLE	Lecture Hours			Laboratory Hours			CREDIT UNITS	PREREQUISITE(S)
FOURTH YEAR, FIRST SEMESTER (18 UNITS)									
MMELEC	004	Elective Course 4	3	0	3				
GEM	001	Life and Works of Rizal	3	0	3				
MAN	012	Thesis of Feasibility Study	3	0	3			MK 008	
MK	006	International Marketing	3	0	3				
MK	015	Integrated Marketing Communication	3	0	3				
MAN	014	Business Analytics	3	0	3			MAN 008	
FOURTH YEAR, SECOND SEMESTER (6 UNITS)									
BAP	100	Practicum/Work Integrated Learning	0	600	6				
ELECTIVE COURSES: (12 units)									
NOTE: A STUDENT MAY CHOOSE ANY OF THE TRACK ELECTIVES BELOW AND ONCE A TRACK ELECTIVE IS CHOSEN, ALL COURSES IN THE TRACK MUST BE TAKEN.									
FIN	013	Personal Finance	3	0	3				
MATH	006B	Statistical Analysis with Software Application	3	0	3				
MK	010A	Consumer Behavior	3	0	3				
MATH	005B	Quantitative Techniques in Business	3	0	3				
MK	016	Direct and Database Marketing	3	0	3				
ENT	001	Entrepreneurial Management	3	0	3				
BIT	004B	E-Commerce and Internet Marketing	3	0	3				
MK	012	Sales Management	3	0	3				
MK	017	Franchising	3	0	3				
MK	018	Direct Marketing	3	0	3				
MK	019	Services Marketing	3	0	3				
MK	020	Industrial/Agricultural Marketing	3	0	3				
MK	021	Cooperative Marketing	3	0	3				
MK	022	New Market Management	3	0	3				
MK	011	Strategic Marketing Management	3	0	3				
MK	023	Environmental Marketing	3	0	3				
MK	024	Special Topics in Marketing Management	3	0	3				

TOTAL NO. OF UNITS..... 140

CREDENTIALS SUBMITTED:

- () F138 () PSA Birth Certificate
- () GMC () Transfer Credential
- () F137A () TOR

DEFICIENCY/IES

Evaluated by: _____

Date: _____

Received by: _____

Date: _____