



**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**  
**Major in Marketing Management (BSBA-MM)**  
 (Effective School Year 2018 - 2019)  
 As Per CMO 17 Series 2017

Student Name: \_\_\_\_\_ Entry Date: \_\_\_\_\_

**FIRST YEAR**

FIRST SEMESTER			SECOND SEMESTER		
CODE	COURSE DESCRIPTION	Pre-Req UNITS	CODE	COURSE DESCRIPTION	Pre-Req UNITS
PSY 100	Understanding the Self	3	STS 100	Science, Technology and Society	3
ENG 101	Purposive Communication	3	PHILO 101	Ethics	3
MATH 101	Mathematics in the Modern World	3	COMP 101	Computer Fundamentals	3
BA101	Financial Accounting and Reporting	6	BA100	Management Science	3
NSTP 101	Civic Welfare Training Service 1	(3)	BA 104	Business Law	3
PE 101	Theory and Practice in Physical Fitness	(2)	BA106	Human Resource Management	3
SOACT	Cefizen Awareness	(2)	NSTP102	Civic Welfare Training Service 2	(3)
		<b>15 (7)</b>	PE102	Rhythmic Activities	(2)
					<b>18 (5)</b>

**SECOND YEAR**

FIRST SEMESTER			SECOND SEMESTER		
CODE	COURSE DESCRIPTION	Pre-Req UNITS	CODE	COURSE DESCRIPTION	Pre-Req UNITS
FIL 101	Komunikasyon sa Akademikong Filipino	3	FIL102	Pagbasa at Pagsulat Tungo sa Pananaliksik	FIL101 3
HUM 100	Art Appreciation	3	SOCSCI102	The Contemporary World	3
SOCSCI 101	Readings in Philippine History	3	BA 107	International Trade and Agreement	BA 100 3
BA 103	Income Taxation	BA 101 3	BA 112	Operations Management	BA 100 3
BA 102	Basic Microeconomics	3	MK 103	Distribution Management	MK 101 3
MK 101	Marketing Management	BA 100 3	MK 104	Advertising	MK 101 3
MK 102	Professional Salesmanship	BA 100 3	BA 105	Good Governance & Social Responsibility	BA 100 3
PE103	Individual Sports	PE101 (2)	PE104	Team Sports	PE101 (2)
		<b>21 (2)</b>			<b>21(2)</b>

**THIRD YEAR**

FIRST SEMESTER			SECOND SEMESTER		
CODE	COURSE DESCRIPTION	Pre-Req UNITS	CODE	COURSE DESCRIPTION	Pre-Req UNITS
ENG05	Philippines Literature	3	BA 108	Business Research	BA 100 3
FL1	Foreign Language (Mandarin 1)	(3)	FL2	Foreign Language (Mandarin 2)	(3)
SOCSCI 100	Rizal, Life Works and Writings	3	BA 110	Entrepreneurial Management	BA 100 3
BA 111	Strategic Management	BA 100 3	MK 110	E-commerce & Internet Marketing	MK 101 3
MK 105	Pricing Strategy	MK 101 3	MK 107	Retail Management	MK 101 3
MK 106	Marketing Research	MK 101 3	MK 109	Consumer Behavior	MK 101 3
		<b>15 (3)</b>			<b>15 (3)</b>

**FOURTH YEAR**

FIRST SEMESTER			SECOND SEMESTER		
CODE	COURSE DESCRIPTION	Pre-Req UNITS	CODE	COURSE DESCRIPTION	Pre-Req UNITS
MK 108	Special Topics in Marketing	MK 101 3	BA 113	Practicum/Work Integrated Learning	6
MK 111	Product Management	MK 101 3		<i>*80% Curricular completed</i>	<b>6</b>
BA 109	Thesis/Feasib	BA 108 3			
		<b>9</b>			

Prepared by:

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Noted by:

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 Vice President for Academic Affairs