

Bachelor of Science in Business Administration Major in Marketing

original Curriculum

BSBAMktg

Major: Marketing

SUBJECT CODE	DESCRIPTION/SUBJECT TITLE	UNITS	LAB UNIT	PREREQUISITE
1st Year				
1st Semester				
PE 111	Physical Fitness	2.00	0	
Econ 111	Principles of Economics w/ Tax & Land Reform	3.00	0	
English +	Refresher English	(3.00)	0	
English 111	Study & Thinking Skills	3.00	0	
Filipino 111	Sining ng Pakikipagtalastasan	3.00	0	
Finance 111	Principles of Money, Credit & Banking	3.00	0	
Math 111	College Algebra	3.00	0	
Nat. Sc. 211	Physical Sciences	3.00	0	
NSTP 111	NSTP CWTS	(3.00)	0	
Typing 111	Fundamentals of Typing	3.00	0	
		23.00	0.00	
2nd Semester				
PE 121	Rhythmic Activities	2.00	0	PE 111
English 121	Writing in the Discipline	3.00	0	English 111
Filipino 121	Filipino sa Ibat ibang Disiplina	3.00	0	Filipino 111
History 111	Philippine History	3.00	0	
Math 221	Math of Investment	3.00	0	Math 111
Nat. Sc. 221	Biological Sciences	3.00	0	Nat. Sc. 211
NSTP 121	NSTP CWTS	(3.00)	0	NSTP 111
Acctg. 111	Fundamentals of Accounting (Part 1)	6.00	0	
		23.00	0.00	
2nd Year				
1st Semester				
PE 211	Individual/Dual Sports/Games	2.00	0	PE 121
Literature 111	Literature of the Philippines	3.00	0	
Marketing 1	Principles of Marketing	3.00	0	
NSTP 121	NSTP ROTC	(3.00)	0	NSTP 111
Psycho 111	General Psychology	3.00	0	
Sociology 211	Gen.Sociology w/ Population Education	3.00	0	
Speech 111	Speech & Oral Communication	3.00	0	English 121
Acctg. 121	Fundamentals of Accounting (Part 2)	6.00	0	Acctg. 111
		23.00	0.00	
2nd Semester				
PE 221	Team Sports/Games	2.00	0	PE 211
ES 221	General Ecology	3.00	0	
Filipino 221	Retorikang Filipino	3.00	0	Filipino 121
Humanities 111	Introduction to Humanities	3.00	0	
Literature 121	Literature of the World	3.00	0	Literature 111
Management 121	Principles of Business Organization & Mngt.	3.00	0	
Marketing 2	Wholesaling & Retailing	3.00	0	Marketing 1
NSTP 111	NSTP ROTC	(3.00)	0	
Psycho 221	Business Psychology	3.00	0	Psycho 111
		23.00	0.00	
3rd Year				
1st Semester				
Comp. 311	Fundamentals of Computers	3.00	0	
Economics 211	Macroeconomics	3.00	0	Econ 111
English 314	Intensive Grammar & Composition	3.00	0	English 121
Finance 311	Business Finance	3.00	0	Finance 111
Law 311		3.00	0	

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SUBJECT CODE	DESCRIPTION/SUBJECT TITLE	UNITS	LAB UNIT	PREREQUISITE
Marketing 3	Obligations & Contracts			
Marketing 3	Agricultural Marketing	3.00	0	Marketing 1 3rd Year Standing
Math 311	Business Statistics	3.00	0	Math 221
Tax 311	Income & Transfer Taxes	3.00	0	
		24.00	0.00	
2nd Semester				
Comp. 321	Wordprocessing & Spreadsheet	3.00	0	Comp. 311
English 326	Business English Correspondence	3.00	0	English 121
Law 321	Agency, Sales & Bailments	3.00	0	Law 311
Marketing 4	Marketing Management	3.00	0	Marketing 1 3rd Year Standing
Marketing 5	Sales, Orgn. & Mngt.	3.00	0	Marketing 1
Marketing 6	Transportation, Shipping, & Warehousing	3.00	0	Marketing 1
Pol. Sc. 221	Politics & Governance	3.00	0	
Tax 321	Business Taxation	3.00	0	Tax 311
		24.00	0.00	
Summer				
Marketing 13	Practicum	6.00	0	4th Year Standing
		6.00	0.00	
4th Year 1st Semester				
Law 411	Negotiable Instruments	3.00	0	Law 321
Marketing 7	Marketing Research	3.00	0	Marketing 1 3rd Year Standing
Marketing 8	International Marketing	3.00	0	Marketing 1 3rd Year Standing
Marketing 9	Advertising & Sales Promotion & Personal Selling	3.00	0	3rd Year Standing
Math 321	Mathematical Analysis in Business	3.00	0	Math 311
Mngt. 321	Human Behavior in Organization	3.00	0	Management 12
PI 311	Rizal: Life, Works & Writings	3.00	0	
		21.00	0.00	
2nd Semester				
Law 422	Labor Laws & Social Legislation	3.00	0	Law 411
Management 411	Public Relations in Business	3.00	0	Management 12
Management 412	Supervisory Management	3.00	0	Management 12
Marketing 10	Product Planning & Development	3.00	0	4th Year Standing
Marketing 11	Project Feasibility Study	3.00	0	4th Year Standing
Marketing 12	Sales, Analysis & Forecasting	3.00	0	4th Year Standing
Philos 213	Logic & Ethics	3.00	0	
		21.00	0.00	
	Total No. of Units:	66		
	0.00			
	Ruben Jr. Rivera			
	Department Chairman			