

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
MAJOR IN MARKETING MANAGEMENT**

FIRST YEAR

First Semester

	Subject Code	Description	Lec	Lab	Units
✗	BENE1	St. Benedict and the Holy Rule	1	0	(1)
✗	COMP1	Fundamentals of Computer Software and Applications	3	3	3
✗	ENG01	Basic English Language Competency	3	0	3
✗	ERTSC	Earth Science and the Environment	3	0	3
✗	FILI1	Komunikasyon sa Akademikong Filipino	3	0	3
✗	HIST1	Philippine History with Politics and Governance	3	0	3
✗	HKD01	Physical Fitness Test/Gymnastics, Aerobics	2	0	(2)
✗	MTH01	College Algebra	3	0	3
✗	NSTP1	National Service Training Program I	3	0	(3)
✗	PEPBA	Bedan Awareness and Personality Development Program	1	0	(1)
✗	PSYCH	General Psychology	3	0	3
Total Units					<u>21(7)</u>

Second Semester

	Subject Code	Description	Lec	Lab	Units
✗	BIOSC	Biological Science	3	0	3
✗	COMP2	Fundamentals of Programming, Database Theory and Applications	3	3	3
✗	ENG02	Business Communication	3	0	3
✗	FILI2	Pagbasa at Pagsulat Tungo sa Pananaliksik	3	0	3
✗	HIST2	Society and Culture with Family Planning	3	0	3
✗	HKD02	Rhythmic Activities, Lead Up Games	0	0	(2)
✗	HRSOP	Human Relations and Social Orientation Program	0	1	(1)
✗	HUM01	Art, Man and Society	3	0	3
✗	MTH02	Mathematics of Investment	0	0	3
✗	NSTP2	National Service Training Program II	0	3	(3)
✗	THED1	Introduction to Theology and Biblical Studies	3	0	(3)
Total Units					<u>21(9)</u>

SECOND YEAR

First Semester

	Subject Code	Description	Lec	Lab	Units
✗	ACC1A	Fundamentals of Accounting, Part I	3	0	3
✗	ASTAT	Applied Business Statistics	0	0	3
✗	ECON1	Introduction to Economics with Land Reform and Taxation	3	0	3
✗	ENG03	Speech Communications	3	0	3
✗	FILI3	Masining na Pagpapahayag	3	0	3
✗	FIN01	Basic Finance	3	0	3
✗	HKD03	Individual/ Dual Sports	2	0	(2)
✗	MGT01	Principles of Management	3	0	3
✗	MKC01	Principles of Marketing	0	0	3
✗	THED2	New Testament	3	0	(3)
Total Units					<u>24/(5)</u>

Second Semester

	Subject Code	Description	Lec	Lab	Units
✗	ACC1B	Fundamentals of Accounting, Part 2	0	0	3
✗	ENG4A	Technical Writing in Marketing Research	0	0	3
✗	HKD04	Team Sports	2	0	(2)
✗	LIT01	Philippine Literature	3	0	3
✗	MGT02	Human Behaviour in Organization	3	0	3
✗	MKC02	Consumer Behavior/Consumer Research Application	0	0	3
✗	MKC03	Professional Selling & Sales Force Management	0	0	3
✗	PHLO1	Introduction to Philosophy with Logic and Critical Thinking	3	0	3
✗	RIZAL	Rizal's Life and Works	3	0	3
✗	THED3	Church, Sacraments and Family Life	3	0	(3)
Total Units					<u>24/(5)</u>

THIRD YEAR

First Semester

	Subject Code	Description	Lec	Lab	Units
✗	ACC4A	Management Accounting	0	0	3
✗	BLW01	Obligations and Contracts	0	0	3
✗	COMP3M	Web Page Design and Animation	0	3	3
✗	MGT03	Social Responsibility and Good Governance	3	0	3
✗	MGT04	Multi-cultural Human Resource Management	3	0	3
✗	MKC04	Marketing Research and Information System	0	0	3
✗	MKC05A	Principles of Advertising and Sales Promotion	3	0	3
✗	MKC06A	Internet Marketing	3	0	3
✗	THED4	Contemporary Moral Theology	3	0	(3)
Total Units					<u>24/(3)</u>

Second Semester

	Subject Code	Description	Lec	Lab	Units
✗	BLW04	Law on Sales, Agency and Bailments	0	0	3
✗	ECON3	Microeconomics	3	0	3
✗	LIT02	World Literature	3	0	3
✗	MGT06	Total Quality Management	3	0	3
✗	MKC07A	Corporate Communications: Public Relations	3	0	3
✗	MKC08A	Distribution Management	3	0	3
✗	MTH04	Quantitative Techniques in Business	0	0	3
✗	TAX01	Philippine Tax System	0	3	3
✗	THED5A	Social Justice	3	0	(3)
Total Units					<u>24/(3)</u>

FOURTH YEAR

First Semester

	Subject Code	Description	Lec	Lab	Units
✗	BENE2	Selected Topics on the Rule of St. Benedict	1	0	(1)
✗	MKC09A	Strategic Marketing Management	3	0	3
✗	MKC10A	Retail Management	3	0	3
✗	PRACTMC	Internship in Marketing & Corporate Communication	6	0	6
Total Units					<u>12/(1)</u>

Second Semester

	Subject Code	Description	Lec	Lab	Units
✗	BENE3	Benedictine Spirituality and the Corporate World	1	0	(1)
✗	LANG1	Foreign Language	3	0	3
✗	MKC11A	Services Marketing	3	0	3
✗	MKC12A	Marketing Management	3	0	3
✗	MKC13A	Special Topics in Marketing Communications	3	0	3
✗	MKC14A	International Marketing	3	0	3
✗	MKC15A	Corporate Communications: Direct Marketing	3	0	3
Total Units					<u>18/(1)</u>

Summer Semester