

Curriculum BSBA Marketing Management

I. General Education		Units
GEC-UTS	Understanding the Self	3
GEC-RPH	Readings in Philippine History	3
GEC-TCW	The Contemporary World	3
GEC-MATH	Mathematics in the Modern World	3
GEC-PCOM	Purposive Communication	3
GEC-ART	Art Appreciation	3
GEC-STS	Science, Technology, and Society	3
RIZAL	Life and Works of Jose Rizal	3
GEC-ETHICS	Ethics	3
BSC 1	Being Skills Course	1.5
BSC 2	Being Skills Course 2	1.5
EPC	English Proficiency Course	3
FL	Foreign Language	3
	Total General Education Courses	36
II. NSTP Courses		
NSTP 1	National Service Training Program 1	3
NSTP 2	National Service Training Program 2	3
	Total NSTP Courses	6
III. Physical Education Courses		
PE 1	Physical Fitness and Gymnastics	2
PE 2	Rhythmic Activities	2
PE 3	Individual-Dual Sports and Games	2
PE 4	Team Sports and Recreation	2
	Total Physical Education Courses	8
IV. Common Business Management Courses		
OpMan	Operations Management (Total Quality Management)	3
StraMan	Strategic Management	3
	Total Common Business Management Courses	33
V. Business Administration Core Courses		
Micro Eco	Basic Micro Economics	3
ParCor	Partnership and Corporation Accounting	3
BusComm	Business Communication/Correspondence	3
ManAcc	Management Uses of Accounting	3
ObliCon	Law on Obligations and Contracts	3
GoodGov	Good Governance and Social Responsibility	3
IncomeTax	Income Taxation	3
FinMark	Financial Markets	3
HRM	Human Resource Management	3
BusTax	Transfer and Business Taxes	3
HBO	Human Behavior in Organization	3
ITApp	IT Application Tools in Business	3
Res 1	Business Research 1 (Thesis or FS)	3
PerDev	Personality Development	3

IBT	International Business and Trade	3
Res 2	Research Methods/Thesis Writing (FS) and Defense	3
LawOnSales	Law on Sales, Agency and Other Commercial Laws	3
	Total Business Administration Core Courses	54
VI. Professional Courses		
A. Professional Major Courses		
ProSales	Professional Salesmanship	3
Advertising	Advertising	3
MarkMan	Marketing Management	3
RetailMan	Retail Management	3
ProdMan	Product Management	3
DistriMan	Distribution Management	3
MarkRes	Marketing Research	3
Pricing	Pricing Strategy	3
B. Professional Electives		
Elec 1	Fundamentals of Business Process Outsourcing 101 (SMFBPO1)	3
Elec 2	Business Communications II (SMBUSCO)	3
Elec 3	Fundamentals of Business Process Outsourcing 102 (SMFBPO2)	3
Elec 4	Service Culture (SMSVCCU)	3
Elec 5	Principles of Systems Thinking (SMSYSTH)	3
Elec 6	Business Analytics	3
Elec 7	Entrepreneurial Management	3
Elec 8	Strategic Financial Management	3
	Total Professional Courses	48
VII. Internship		
Practicum	Practicum/Work Integrated Learning	6
GRAND TOTAL		161