

LYCEUM OF THE PHILIPPINES UNIVERSITY - BATANGAS
Bachelor of Science in Business Administration major in Marketing Management
Academic Year 2021-2022

FIRST YEAR

FIRST SEMESTER

Code	Course	Lec	Lab	Units	Prerequisites
GEC-UTS	Understanding the Self	3		3	
GEC-RPH	Readings in Philippine History	3		3	
GEC-TCW	The Contemporary World	3		3	
BSC 1	Being Skills Course 1	1.5		1.5	
Micro Eco	Basic Micro economics	3		3	
ParCor	Partnership and Corporation Accounting	3		3	
NSTP 1	NSTP 1	3		3	
PE1	Physical Fitness and Gymnastics	2		2	
Total		21.5		21.5	

FIRST YEAR

SECOND SEMESTER

Code	Course	Lec	Lab	Units	Prerequisites
GEC-Math	Mathematics in the Modern World	3		3	
GEC-Pcom	Purposive Communication	3		3	
GEC-ART	Art Appreciation	3		3	
GEC-STC	Science, Technology, and Society	3		3	
HBO	Human Behavior in Organization	3		3	
ManAcc	Management Uses of Accounting	3		3	ParCor
NSTP 2	NSTP 2	3		3	NSTP 1
PE 2	Rhythmic Activities	2		2	PE 1
Total		23		23	

SECOND YEAR

FIRST SEMESTER

Code	Course	Lec	Lab	Units	Prerequisites
BusComm	Business Communication/Correspondence	3		3	
OpMan	Operations Management (TQM)	3		3	
ObliCon	Law on Obligations and Contracts	3		3	
GoodGov	Good Governance and Social Responsibility	3		3	
BSC 2	Being Skills Course 2	1.5		1.5	
IncomeTax	Income Taxation	3		3	
RIZAL	Rizal's Life and Works	3		3	
PE3	Individual-Dual Sports & Games	2		2	PE 2
Total		21.5		21.5	

SECOND YEAR

SECOND SEMESTER

Code	Course	Lec	Lab	Units	Prerequisites
GEC-ETHICS	Ethics	3		3	
EPC	English Proficiency Course	3		3	GEC-PCOM
FinMark	Financial Markets	3		3	ManAcc
HRM	Human Resource Management	3		3	
BusTax	Business Taxation	3		3	IncomeTax
StatAna	Statistical Analysis with Software Application	3		3	
Elec 7	Entrepreneurial Management	3		3	
PE4	Team Sports and Recreation	2		2	PE3
Total		23		23	

THIRD YEAR

FIRST SEMESTER

Code	Course	Lec	Lab	Units	Prerequisites
ProSales	Professional Salesmanship	3		3	
Advertising	Advertising and Sales Promotion	3		3	
Markman	Marketing Management	3		3	
Elec 1	Fundamentals of BPO 1	3		3	Bus Comm
Res1	Business Research 1 (Thesis or FS)	3		3	BusStat
PerDev	Personality Development	3		3	
ITApp	IT Application Tools in Business	2	1	3	
FL	Foreign Language	3		3	
Total		23	1	24	

THIRD YEAR

SECOND SEMESTER

Code	Course	Lec	Lab	Units	Prerequisites
IBT	International Business and Trade	3		3	
RetailMan	Retail Management	3		3	ProSales,MarkMan
ProdMan	Product Management	3		3	ProSales,MarkMan
Elec 3	Fundamentals of BPO 2	3		3	Fundamentals of BPO 1
Elec 2	Business Communication II	3		3	Bus Comm
Elec 4	Service Culture	3		3	Fundamentals of BPO 1
Res2	Business Research 2 (Thesis or FS)	3		3	Res1 GoodGov,HBO, OpMan
StraMan	Strategic Management	3		3	
Total		24		24	

FOURTH YEAR

First Semester

Code	Course	Lec	Lab	Units	Prerequisites
DistriMan	Distribution Management	3		3	RetailMan/ProdMan
MarkRes	Marketing Research	3		3	MarkMan
Pricing	Pricing Strategy	3		3	
Elec 5	Principles of Systems Thinking	3		3	
Elec 6	Business Analytics	3		3	ManAcc
Elec 8	Special Topics in Marketing Management	3		3	
LawOnSales	Law on Sales, Agency, Labor and other Commercial Laws	3		3	ObliCon
Total		21		21	

FOURTH YEAR

Second Semester

Code	Course	Lec	Lab	Units	Prerequisites
Practicum	Practicum/Work Integrated Learning	6		6	Graduating
Total		6		6	

Suggested Electives

- Fundamentals of Business Process Outsourcing 101
- Fundamentals of Business Process Outsourcing 102
- Business Communication II
- Service Culture
- Principle of Systems Thinking
- Business Analytics
- Entrepreneurial Management
- Consumer Behavior
- Sales Management
- International Marketing
- Franchising
- E-Commerce and Internet Marketing
- Direct Marketing
- Services Marketing Management

industrial/Agricultural Marketing
Cooperative Marketing
New Market Development
Strategic Marketing Management
Environmental Marketing
Special Topics in Marketing Management

LPU Batangas Property