

LYCEUM OF THE PHILIPPINES UNIVERSITY - BATANGAS
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
MAJOR IN Marketing Management
School 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 Microeconomics | 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-STS | 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 |
| StraMan | Strategic Management | 3 | | 3 | GoodGov,HBO, OpMan |
| | 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