



BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Major in Marketing Management

Per CMO No. 17, series of 2017

Effective School Year 2018-2019

BRIDGING PROGRAM (For ALS Graduates)

First Semester			
<i>FIRST TERM:</i>			
BRG ENG	English for Academic and Professional Courses	3	
BRG MATH	General Mathematics	3	
BRG SCIENCE	Earth and Life Science	3	
BRG COM	Media and Information Literacy	3	
BRG PD	Personal Development	3	
<i>SECOND TERM:</i>			
GE 5	Purposive Communication	3	
GE 4	Mathematics in the Modern World	3	
GE 7	Science, Technology and Society	3	
GE 6	Art Appreciation	3	
GE 1	Understanding the Self	3	
TOTAL		30	

Second Semester			
<i>FIRST TERM:</i>			
MKTNG	Business Marketing	3	
OM	Organization & Management	3	
ACCTG	Fundamentals of Acctg. & Business Mgt.	3	
BMATH	Business Math & Statistics	3	
FIN	Business Finance	3	
<i>SECOND TERM:</i>			
MAJOR 1		3	
GE 3	The Contemporary World	3	
GE 8	Ethics	3	
GE 2	Readings in Philippine History	3	
MAJOR 2		3	
TOTAL		30	

FIRST YEAR

First Semester			
Subject	Descriptive Title	Units	Pre-req.
GE 5	Purposive Communication	3	
GE 6	Art Appreciation	3	
GE 7	Science, Technology and Society	3	
GE 8	Ethics	3	
FIL 1	Akademiko sa Wikang Pilipino	3	
SMP 1	Business Communication	3	
PE 1	Physical Fitness and Health	2	
NSTP 1	National Service Training Program 1	3	
TOTAL		23	

Second Semester			
Subject	Descriptive Title	Units	Pre-req.
GE 1	Understanding the Self	3	
GE 2	Readings in Philippine History	3	
GE 3	The Contemporary World	3	
GE 4	Mathematics in the Modern World	3	
FIL 2	Pagbasa at Pagsulat sa Iba't Ibang Disiplina	3	FIL 1
ACCTG 1	Partnership & Corporation	3	
PE 2	Recreational Games and Sports	2	PE 1
NSTP 2	National Service Training Program 1	3	NSTP 1
TOTAL		23	

Enhancement (For OFF-TRACK Senior High School graduates)

FIN	Business Finance	3
FABM	Fundamentals of Accountancy & Business Mgt.	3

OM	Organization and Management	3
BUSMATH	Business Math	3

SECOND YEAR

First Semester			
Subject	Descriptive Title	Units	Pre-req.
GE 9	Life and Works of Rizal	3	
LIT 1	Philippine Literature	3	
BA 200	Microeconomics	3	2nd Year Standing
MKTNG 200	Marketing Management	3	2nd Year Standing
ACCTG 2	Managerial Accounting	3	2nd Year Standing
SMP 2	Service Culture	3	2nd Year Standing
GE 10	Advance Software Application	3	
PE 3	Rhythmic and Social Recreation	2	PE 2
TOTAL		23	

Second Semester			
Subject	Descriptive Title	Units	Pre-req.
LIT 2	World Literature	3	
BA 201	Macroeconomics	3	BA 200
BA 202	Law on Obligations and Contracts	3	2nd Year Standing
BA 203	Income Taxation	3	2nd Year Standing
BA 204	Human Behavior in Organization	3	2nd Year Standing
MKTNG 201	Product Management	3	MKTNG 200
MKTNG 202	Retail Management	3	MKTNG 200
PE 4	Cultural Presentation and Sports Management	2	PE 3
TOTAL		23	

THIRD YEAR

First Semester			
Subject	Descriptive Title	Units	Pre-req.
MGNT 301	Strategic Management	3	BA 204
BA 300	Corporate Social Responsibility, Ethics and Good Governance	3	BA 204
BA 301	Human Resource Management	3	BA 204
BA 302	International Business and Trade	3	BA 201
BA 303	Business and Transfer Tax	3	BA 203
MKTNG 300	Pricing Strategy	3	MKTNG 201,202
MKTNG 301	Marketing Research	3	MKTNG 201,202
SMP 3	Principles of Systems Thinking	3	SMP 2
TOTAL		24	

Second Semester			
Subject	Descriptive Title	Units	Pre-req.
MGNT 302	Operations Management (TQM)	3	BA 204
BA 304	Business Research	3	3rd Year Standing
BA 305	Labor Laws and Legislation	3	3rd Year Standing
MKTNG 302	Advertising	3	FM 301
MKTNG 303	Distribution Management	3	FM 301
MKTNG 304	Consumer Behavior	3	FM 300
SMP 4	Business Process Outsourcing 1	3	SMP 1,2
TOTAL		21	

FOURTH YEAR

First Semester			
Subject	Descriptive Title	Units	Pre-req.
BA 400	Feasibility	3	4th year standing
MKTNG 400	Professional Salesmanship	3	MKTNG 302,303,304
MKTNG 401	Sales Management	3	MKTNG 302,303,304
MKTNG 402	International Marketing	3	MKTNG 302,303,304
MKTNG 403	Entrepreneurial Management	3	MKTNG 302,303,304
SMP 5	Business Process Outsourcing 2	3	SMP 4
TOTAL		18	

Second Semester			
Subject	Descriptive Title	Units	Pre-req.
BA 401	Practicum/Work Integrated Learning (600 Hrs)	6	BA 400
TOTAL		6	

Summary:

	Units
General Education	42
Core Courses	42
Major Courses	24
Elective courses (with 15 units SMP subjects)	27
Common Business and Management Courses	6
PE AND NSTP Course	14
Internship	6
TOTAL	161
With Enhancement	12
TOTAL	173