



RA 9299

**Negros Oriental State University**

NOPS (1907)

NOTS (1927)

EVSAT (1956)

CVPC (1983)

Kagawasan Ave., Dumaguete City, Negros Oriental, Philippines 6200

Republic of the Philippines

June 25, 2004

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**

**Major in Marketing Management**

Per CMO No. 17, series of 2017

Effective School Year 2018-2019

**FIRST YEAR**

First Semester					
Subject	Descriptive Title	Lec	Lab	Total	Pre-req.
GE 5	Purposive Communication	3		3	
GE 6	Art Appreciation	3		3	
GE 7	Science, Technology and Society	3		3	
GE 8	Ethics	3		3	
FIL 1	Akademiko sa Wikang Filipino	3		3	
SMP 1	Business Communication	3		3	
PE 1	Physical Fitness and Health	2		2	
NSTP 1	National Service Training Program 1	3		3	
<b>TOTAL</b>		<b>23</b>	<b>0</b>	<b>23</b>	

Second Semester					
Subject	Descriptive Title	Lec	Lab	Total	Pre-req.
GE 1	Understanding the Self	3		3	
GE 2	Readings in Philippine History	3		3	
GE 3	The Contemporary World	3		3	
GE 4	Mathematics in the Modern World	3		3	
LIT 1	Philippine Literature	3		3	
ACCTG 1	Partnership & Corporation	3		3	
PE 2	Recreational Games and Sports	2		2	PE 1
NSTP 2	National Service Training Program 2	3		3	NSTP 1
<b>TOTAL</b>		<b>23</b>	<b>0</b>	<b>23</b>	

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	Lec	Lab	Total	Pre-req.
GE 9	Life and Works of Rizal	3		3	
GE 10	Environmental Science	3		3	
BA 200	Microeconomics	3		3	2nd Year Standing
MKTNG 200	Marketing Management	3		3	2nd Year Standing
ACCTG 2	Managerial Accounting	3		3	2nd Year Standing
SMP 2	Service Culture	3		3	2nd Year Standing
COMP 3	Advance Software Application	3		3	
PE 3	Rhythmic and Social Recreation	2		2	PE 2
<b>TOTAL</b>		<b>23</b>	<b>0</b>	<b>23</b>	

Second Semester					
Subject	Descriptive Title	Lec	Lab	Total	Pre-req.
GE 11	Gender and Society	3		3	
BA 201	Macroeconomics	3		3	BA 200
BA 202	Law on Obligations and Contracts	3		3	2nd Year Standing
BA 203	Income Taxation	3		3	2nd Year Standing
BA 204	Human Behavior in Organization	3		3	2nd Year Standing
MKTNG 201	Product Management	3		3	MKTNG 200
MKTNG 202	Retail Management	3		3	MKTNG 200
PE 4	Cultural Presentation and Sports Management	2		2	PE 3
<b>TOTAL</b>		<b>23</b>	<b>0</b>	<b>23</b>	

**THIRD YEAR**

First Semester					
Subject	Descriptive Title	Lec	Lab	Total	Pre-req.
MGNT 301	Strategic Management	3		3	BA 204
BA 300	Corporate Social Responsibility, Ethics and Good Governance	3		3	BA 204
BA 301	Human Resource Management	3		3	BA 204
BA 302	International Business and Trade	3		3	BA 201
BA 303	Business and Transfer Tax	3		3	BA 203
MKTNG 300	Pricing Strategy	3		3	MKTNG 201, 202
MKTNG 301	Marketing Research	3		3	MKTNG 201, 202
SMP 3	Principles of Systems Thinking	3		3	SMP 2
<b>TOTAL</b>		<b>24</b>	<b>0</b>	<b>24</b>	

Second Semester					
Subject	Descriptive Title	Lec	Lab	Total	Pre-req.
MGNT 302	Operations Management (TQM)	3		3	BA 204
BA 304	Business Research	3		3	3rd year standing
BA 305	Labor Laws and Legislation	3		3	3rd Year Standing
MKTNG 302	Advertising	3		3	FM 301
MKTNG 303	Distribution Mgt	3		3	FM 301
MKTNG 304	Consumer Behavior	3		3	FM 300
SMP 4	Business Process Outsourcing 1	3		3	SMP 1, 2
GE 12	Philippine Popular Culture	3		3	
<b>TOTAL</b>		<b>24</b>	<b>0</b>	<b>24</b>	

**FOURTH YEAR**

First Semester					
Subject	Descriptive Title	Lec	Lab	Total	Pre-req.
BA 400	Feasibility	3		3	4th year standing
MKTNG 400	Professional Salesmanship	3		3	MKTNG 302, 303, 304
MKTNG 401	Sales Management	3		3	MKTNG 302, 303, 304
MKTNG 402	International Marketing	3		3	MKTNG 302, 303, 304
MKTNG 403	Entrepreneurial Mgt	3		3	MKTNG 302, 303, 304
SMP 5	Business Process Outsourcing 2	3		3	SMP 4
<b>TOTAL</b>		<b>18</b>	<b>0</b>	<b>18</b>	

Second Semester					
Subject	Descriptive Title	Lec	Lab	Total	Pre-req.
BA 401	Practicum/Work Integrated Learning (600 Hrs)	6		6	BA 400
<b>TOTAL</b>		<b>6</b>	<b>0</b>	<b>6</b>	

First Revision: August 2020

**Summary:**

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
<b>TOTAL</b>	<b>161</b>
With Enhancement	12
<b>TOTAL</b>	<b>173</b>