

First Year

First Semester

SUBJECT CODE	SUBJECT TITLE	HOURS		UNITS		PRE-REQUISITE
		LEC.	LAB.	LEC.	LAB.	
ACP 11	Academic Counseling Period	0.0	0.0	0.0	0.0	
BUSC 101A	Principles of Management	4.0	0.0	3.0	0.0	
GEEL 211	Intro to Computer Education	4.0	0.0	3.0	0.0	
GEEN 101	English Plus A	4.0	0.0	3.0	0.0	
GEMH 011	Business Math	4.0	0.0	3.0	0.0	
GENS 103	NS 1: Physical Science	4.0	0.0	3.0	0.0	
GEPE 111	Self-Testing Activities	3.0	0.0	2.0	0.0	
GEPI 111A	Sining ng Pakikipagtalastasan	4.0	0.0	3.0	0.0	
GERS 101	RS 1: Peace Education & Christianity	3.0	0.0	2.0	0.0	
MSCE 101	Pers. Dev't & Individual Responsibility	4.0	0.0	3.0	0.0	
TOTAL		34.0	0.0	25.0	0.0	
TOTAL ACADEMIC UNIT(S): 25.0						

Second Semester

ACP 12	Academic Counseling Period	0.0	0.0	0.0	0.0	
BUSC 102	Principles of Marketing	4.0	0.0	3.0	0.0	
GEEL 212	Advance Computer	4.0	0.0	3.0	0.0	GEEL 211
GEEN 102	English Plus B	4.0	0.0	3.0	0.0	GEEN 101
GENS 104	NS 2: Biological Science	4.0	0.0	3.0	0.0	GENS 103
GEPE 112	Fundamentals of Rhythmic Activities	3.0	0.0	2.0	0.0	
GEPI 122	Pagbasa at Pagsulat	4.0	0.0	3.0	0.0	
GERS 102	RS 2: Judaism & Islam	3.0	0.0	2.0	0.0	
GESS 114	General Psychology	4.0	0.0	3.0	0.0	
GESS 117	Introduction to Economics with LRT	4.0	0.0	3.0	0.0	
MSCE 102	Myself & The Family	4.0	0.0	3.0	0.0	
TOTAL		38.0	0.0	28.0	0.0	
TOTAL ACADEMIC UNIT(S): 28.0						

Third Semester

ACP 13	Academic Counseling Period	0.0	0.0	0.0	0.0	
BUSC 103	Accounting 1: Fund. Of Financial Acctg.	4.0	0.0	3.0	0.0	
GEEN 103	Study and Thinking Skills	4.0	0.0	3.0	0.0	GEEN 102
GEMH 012B	Business Statistics	4.0	0.0	3.0	0.0	
GEPE 113	Individual & Dual Sports	3.0	0.0	2.0	0.0	



GERS 103	RS 3: Taoism & Confucianism	3.0	0.0	2.0	0.0
GESS 115	Philippine History w/ Gov't & Constitution	4.0	0.0	3.0	0.0
GESS 122	Society & Culture with Family Planning	4.0	0.0	3.0	0.0
MSCE 103	Citizenship & Community	4.0	0.0	3.0	0.0
NSTP 111	Nat'l Service Training Program	4.0	0.0	3.0	0.0
TOTAL		34.0	0.0	25.0	0.0

TOTAL ACADEMIC UNIT(S): 25.0

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ACP 21	Academic Counseling Period	0.0	0.0	0.0	0.0	
BUSC 104	Human Behavior in Organization	4.0	0.0	3.0	0.0	
BUSC 105	Business Communication	4.0	0.0	3.0	0.0	GEEN 102
BUSE 301	Social Responsibility and Good Governance	4.0	0.0	3.0	0.0	
GEEN 104	Writing in the Discipline	4.0	0.0	3.0	0.0	GEEN 102
GEPE 114	Team Sports	3.0	0.0	2.0	0.0	
GERS 104	RS 4: Hinduism & Buddhism	3.0	0.0	2.0	0.0	
MSCE 104	Myself & The World of Work	4.0	0.0	3.0	0.0	
NSTP 112	Nat'l Service Training Program	4.0	0.0	3.0	0.0	NSTP 111
TOTAL		30.0	0.0	22.0	0.0	

TOTAL ACADEMIC UNIT(S): 22.0

Second Semester

ACP 22	Academic Counseling Period	0.0	0.0	0.0	0.0	
BUSC 106	Basic Business Finance	4.0	0.0	3.0	0.0	
BUSC 107	Computer II: Business Application	4.0	0.0	3.0	0.0	GEEL 211
BUSE 302	Accounting 2: Fund. Of Accounting 2	4.0	0.0	3.0	0.0	BUSC 103
BUSE 303	Total Quality Management (BSBA)	4.0	0.0	3.0	0.0	
GEEN 105	Speech Communication	4.0	0.0	3.0	0.0	
GEHU 211A	Art, Man, Society	4.0	0.0	3.0	0.0	
GESS 119	Gender Development	4.0	0.0	3.0	0.0	
MRKP 601	Advertising	4.0	0.0	3.0	0.0	BUSC 102
TOTAL		32.0	0.0	24.0	0.0	

TOTAL ACADEMIC UNIT(S): 24.0

Third Semester

ACP 23	Academic Counseling Period	0.0	0.0	0.0	0.0	
BUSE 304	Law on Obligations and Contracts	4.0	0.0	3.0	0.0	
BUSE 305	Basic Microeconomics	4.0	0.0	3.0	0.0	BUSC 103
FPE 1 BSBA-MM	Elective 1	4.0	0.0	3.0	0.0	



GEEN 014	Philippine Literature	4.0	0.0	3.0	0.0	
GEHU 011	Art Appreciation	4.0	0.0	3.0	0.0	
GESS 118	Rizal's Life, Works & Writings	4.0	0.0	3.0	0.0	
MRKP 602	Distribution Management	4.0	0.0	3.0	0.0	BUSC 102
MRKP 603	Marketing Management	4.0	0.0	3.0	0.0	BUSC 102
TOTAL		32.0	0.0	24.0	0.0	
TOTAL ACADEMIC UNIT(S): 24.0						

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ACP 31	Academic Counseling Period	0.0	0.0	0.0	0.0	
BUSE 306	Income Taxation (BSBA)	4.0	0.0	3.0	0.0	BUSC 103
FPE 2 BSBA-MM	Elective 2	4.0	0.0	3.0	0.0	
FPE 3 BSBA-MM	Elective 3	4.0	0.0	3.0	0.0	
MRKP 604	Professional Salesmanship	4.0	0.0	3.0	0.0	
MRKP 605	Retail Management	4.0	0.0	3.0	0.0	BUSC 102
MRKP 606	Product Management	4.0	0.0	3.0	0.0	BUSC 102
TOTAL		24.0	0.0	18.0	0.0	
TOTAL ACADEMIC UNIT(S): 18.0						

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ACP 32	Academic Counseling Period	0.0	0.0	0.0	0.0	
BUSE 307	Human Resource Management	4.0	0.0	3.0	0.0	BUSC 104
FPE 4 BSBA-MM	Elective 4	4.0	0.0	3.0	0.0	
FPE 5 BSBA-MM	Elective 5	4.0	0.0	3.0	0.0	
GEHU 212	Introduction to Philosophy: Logic	4.0	0.0	3.0	0.0	
MRKP 607	Marketing Research	4.0	0.0	3.0	0.0	
MRKP 608	Strategic Marketing Management	4.0	0.0	3.0	0.0	BUSC 102
MRKP 622	Institutional Management Enterprise	4.0	0.0	3.0	0.0	
TOTAL		28.0	0.0	21.0	0.0	
TOTAL ACADEMIC UNIT(S): 21.0						

Third Semester

ACP 33	Academic Counseling Period	0.0	0.0	0.0	0.0	
MRKP 621	Practicum	300.0	0.0	6.0	0.0	
TOTAL		300.0	0.0	6.0	0.0	
TOTAL ACADEMIC UNIT(S): 6.0						

Total academic units for course BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: 193.0
Lecture Unit = 193.0, Lab Unit=0.0



:ELECTIVE SUBJECT LIST:

- Elective 1** MRKP 609(Consumer Behavior) , MRKP 610(Sales Management) , MRKP 611(Industrial/Agricultural Marketing) , MRKP 612(Cooperative Marketing) , MRKP 613(New Market Development (BSBA)) , MRKP 614(International Marketing) , MRKP 615(Franchising (BSBA)) , MRKP 616(E-commerce & Internet Marketing) , MRKP 617(Entrepreneurial Management) , MRKP 618(Direct Marketing) , MRKP 619(Service Marketing) , MRKP 620(Feasibility Study)
- Elective 2** MRKP 610(Sales Management) , MRKP 611(Industrial/Agricultural Marketing) , MRKP 612(Cooperative Marketing) , MRKP 613(New Market Development (BSBA)) , MRKP 614(International Marketing) , MRKP 615(Franchising (BSBA)) , MRKP 616(E-commerce & Internet Marketing) , MRKP 617(Entrepreneurial Management) , MRKP 618(Direct Marketing) , MRKP 619(Service Marketing) , MRKP 620(Feasibility Study) , MRKP 609(Consumer Behavior)
- Elective 3** MRKP 609(Consumer Behavior) , MRKP 610(Sales Management) , MRKP 611(Industrial/Agricultural Marketing) , MRKP 612(Cooperative Marketing) , MRKP 613(New Market Development (BSBA)) , MRKP 614(International Marketing) , MRKP 615(Franchising (BSBA)) , MRKP 616(E-commerce & Internet Marketing) , MRKP 617(Entrepreneurial Management) , MRKP 618(Direct Marketing) , MRKP 619(Service Marketing) , MRKP 620(Feasibility Study)
- Elective 4** MRKP 609(Consumer Behavior) , MRKP 610(Sales Management) , MRKP 611(Industrial/Agricultural Marketing) , MRKP 612(Cooperative Marketing) , MRKP 613(New Market Development (BSBA)) , MRKP 614(International Marketing) , MRKP 615(Franchising (BSBA)) , MRKP 616(E-commerce & Internet Marketing) , MRKP 617(Entrepreneurial Management) , MRKP 618(Direct Marketing) , MRKP 619(Service Marketing) , MRKP 620(Feasibility Study)
- Elective 5** MRKP 609(Consumer Behavior) , MRKP 610(Sales Management) , MRKP 611(Industrial/Agricultural Marketing) , MRKP 612(Cooperative Marketing) , MRKP 613(New Market Development (BSBA)) , MRKP 614(International Marketing) , MRKP 615(Franchising (BSBA)) , MRKP 616(E-commerce & Internet Marketing) , MRKP 617(Entrepreneurial Management) , MRKP 618(Direct Marketing) , MRKP 619(Service Marketing) , MRKP 620(Feasibility Study)

