

SAINT BERNADETTE COLLEGE OF ALABANG

Alabang, Muntinlupa City

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

(Major in Marketing Management - MM)

As per CMO No. 22, s. 2006

FIRST YEAR

FIRST SEMESTER			SECOND SEMESTER		
CODE	DESCRIPTION	UNITS	CODE	DESCRIPTION	UNITS
_____	Engl + Basic English & Grammar	3	_____	Engl 1 Study & Thinking Skills	3
_____	Fili 1 Komunikasyon sa Akademikong Filipino	3	_____	Fili 2 Pagbasa at Pagsulat tungo sa Pananaliksik	3
_____	Mktg 1 Principles of Marketing	3	_____	Hum 1 Introduction to Philosophy	3
_____	Math 1 College Algebra	3	_____	Math 2 Business Math	3
_____	Acctg 1 Fundamentals of Accounting	3	_____	Acctg 2 Funds. Of Accounting 2	3
_____	Mgmt 1 Principles of Management	3	_____	HBO Human Behavior in Org.	3
_____	SocSci 1 Philippine History	3	_____	Rizal Rizal's Life amd Works	3
_____	P.E. 1 Physical Fitness	2	_____	CL 2 Church & Sacraments	(2)
_____	CL 1 Life and Works of St.	(2)	_____	P.E. 2 Rhythmic Activities	2
_____	NSTP CWTS	(3)	_____	NSTP CWTS	(3)
		<u>23(5)</u>			<u>23(5)</u>

SECOND YEAR

CODE	DESCRIPTION	UNITS	CODE	DESCRIPTION	UNITS
_____	Engl 2 Writing in the Discipline	3	_____	Lit. 1 Philippine Literature	3
_____	Math 3 Mathematics of Investment	3	_____	Math 4 Elementary Statistics	3
_____	Fili 3 Masining na Pagpapahayag	3	_____	SocSci 4 General Psychology	3
_____	ICT 1 Intro. To Comp. Tech.	3	_____	Tax 1 Income Taxation	3
_____	SocSci 3 Principles of Economics	3	_____	Mktg 2 Marketing Management	3
_____	Mgmt 2 Human Resource Management	3	_____	TQM Total Quality Management	3
_____	SocSci 2 Sociology Principles	3	_____	Comp 2 Business Applications	3
_____	Engl 3 Speech and Oral Communication	3	_____	Eco 1 Basic Micro Economics	3
_____	P.E. 3 Individual/Dual Sports	2	_____	P.E. 4 Group Sports/Games	2
		<u>26</u>			<u>26</u>

THIRD YEAR

CODE	DESCRIPTION	UNITS	CODE	DESCRIPTION	UNITS
_____	Lit 2 World Literature	3	_____	Mktg 5 Distribution Management	3
_____	Engl 3A Business English	3	_____	Mktg 6 Advertising & Sales Promo	3
_____	Fin 1 Basic Finance	3	_____	Mktg 7 Product Management	3
_____	Mktg 3 Professional Salesmanship	3	_____	Elect 3 Entrepreneurial Management	3
_____	Law 1 Obligations and Contract	3	_____	Elect 4 Special Topics in Mktg Mgmt	3
_____	Elect 1 Franchising	3	_____	Elect 2 E-Commerce & Internet Marketing	3
_____	Hum 2 Arts Appreciation	3	_____	SRGG Social Responsibility & Good	3
_____	Mktg 4 Retail Management	3	_____	NatSci 1 Biological Science	3
		<u>24</u>			<u>24</u>

FOURTH YEAR

CODE	DESCRIPTION	UNITS	CODE	DESCRIPTION	UNITS
_____	Elect 5 Feasibility Study	3	_____	Mktg 10 Practicum/Work Integrated Learning	6
_____	Mktg 8 Marketing Research	3		(300 hours)	<u>6</u>
_____	FL 1 Foreign Language (Spanish)	3			
_____	Nat.Sci 2 Earth Science	3			
_____	Mktg 9 Strategic Marketing Mgmt	3			
		<u>15</u>			