

San Beda College Alabang

College of Arts and Sciences

Bachelor of Arts in Communication and Media Studies

Program Study, Effective A.Y. 2021-2022

FIRST YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-PC	Purposive Communication	3	
GEN-RP	Readings in Philippine History	3	
GENE-PPC	Philippine Popular Culture	3	
CMS111	Introduction to Communication Media	3	
NSTP1	National Service Training Program 1	3	
PE1	Physical Activities towards Health and Fitness 1	2	
PEP1	Personality Development	1	
GENE-RES	Religious Experiences and Spirituality (Benedictine Spirituality)	3	

21

COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-US	Understanding the Self	3	
GENE-LIE	Living in the IT Era	3	
CMS122	Communication, Culture and Society	3	CMS111
CMS123	Communication Theory	3	CMS111
NSTP2	National Service Training Program 2	3	NSTP1
PE2	Physical Activities towards Health and Fitness 2	2	PE1
PEP2	Human Relations Development	1	
THEO1-NTC	Jesus in the New Testament and Contemporary Times	3	

21

SECOND YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-CW	The Contemporary World	3	
GEN-MM	Mathematics in the Modern World	3	
CMS214	Communication Planning	3	CMS123
CMS215	Integrated Marketing Communication	3	
CMS216	Development Communication	3	CMS111
SSElec1	<i>Social Science Elective 1</i>	3	
PE3	Physical Activities towards Health and Fitness 3	2	PE1, PE2
THEO2-CSM	The Church, Sacraments and its Mission	3	THEO1-NTC

23

COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-AA	Art Appreciation	3	
CMS227	Photography	3	
CMS228	Communication Management	3	CMS214
CMS229	Communication Media Laws and Ethics	3	CMS214
CMS2210	Knowledge Management	3	CMS111
CMS2211	Journalism Principles and Practices	3	
SSElec2	<i>Social Science Elective 2</i>	3	
PE4	Physical Activities towards Health and Fitness 4	2	PE1, PE2
GEN-ET	Ethics (Being and Society)	3	

26

THIRD YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-JR	The Life and Works of Rizal	3	
CMS3112	Film Theory and Production	3	CMS227
CMS3113	Communication Research 1	3	CMS111, CMS122, CMS123, CMS214, CMS228, CMS229
CMS3114	Public Relations Principles and Practices	3	
CMS3115	Civic Engagement and Participatory Communication	3	SSElec1
FLG311	Foreign Language 1	3	
THEO3-FAM	Marriage and Family Life	3	THEO2-CSM

21

COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
CMS3216	Risk, Disaster and Humanitarian Communication	3	CMS216
CMS3217	Public Information Principles and Practices	3	SSElec2
CMS3218	Communication Research 2	3	CMS3113
CMS3219	Multimedia Storytelling	3	
CMS3220	Broadcasting Principles and Practices	3	CMS229
FLG322	Foreign Language 2	3	FLG311
SSElec3	<i>Social Science Elective 3</i>	3	

21

FOURTH YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-SS	Science, Technology & Society	3	
CMS4121	Political Economy of Communication	3	SSElec3
CMS4122	Communication in the ASEAN Setting	3	SSElec3
CMS4123	Digital Publishing	3	
CMS4124	Communication Research 3	3	CMS3218
SSElec4	<i>Social Science Elective 4</i>	3	
THEO4-CST	Social Teachings of the Church and Benedictine Lay Apostolate	3	THEO3-FAM

21

COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
CMS4225	Internship	6	CMS4124
SSElec5	<i>Social Science Elective 5</i>	3	

9

TOTAL NUMBER OF UNITS: 163

COMMUNICATION ELECTIVES: Political Communication

CODE	TITLE	UNITS
CMS3115	Civic Engagement and Participatory Communication	3
CMS3217	Public Information Principles and Practices	3
CMS4121	Political Economy of Communication	3
CMS4122	Communication in the ASEAN Setting	3

SOCIAL SCIENCES ELECTIVES: (choice of 15 units)

CODE	TITLE	UNITS
ISC223	Introduction to International Relations	3
ISC315	Diplomacy and International Protocol	3
ISC326	Comparative Governments	3
ISC327	International Law	3
PGM212	Philippine Political and Socio-Cultural Conditions	3
PGM121	Introduction to Philippine Public Administration	3
APM224	Politics and Governance in East Asia	3

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2021 Curriculum

SUMMARY OF UNITS

CHED REQUIRED COURSES

CODE	TITLE	UNITS
CMS216	Development Communication	3
CMS2210	Knowledge Management	3
CMS3216	Risk, Disaster and Humanitarian Communication	3
		9

REQUIRED COURSE BASED ON INSTI AND PROGRAM

OUTCOMES (3 subjects)

CODE	TITLE	UNITS
CMS215	Integrated Marketing Communication	3
CMS2211	Journalism Principles and Practices	3
CMS3114	Public Relations Principles and Practices	3
		9

COMMUNICATION CORE

CODE	TITLE	UNITS
CMS111	Introduction to Communication Media	3
CMS122	Communication, Culture and Society	3
CMS123	Communication Theory	3
CMS214	Communication Planning	3
CMS228	Communication Management	3
CMS229	Communication Media Laws and Ethics	3
CMS3113	Communication Research 1	3
		21

COMMUNICATION PROFESSIONAL COURSES

CMS227	Photography	3
CMS3112	Film Theory and Production	3
CMS3219	Multimedia Storytelling	3
CMS3220	Broadcasting Principles and Practices	3
CMS4123	Digital Publishing	3
		15

THESIS/SPECIAL PROJECT & INTERNSHIP

CMS3218	Communication Research 2	3
CMS4124	Communication Research 3	3
CMS4225	Internship	6
		12

COMMUNICATION ELECTIVES: New Media

(12 units in Political Communication)

CODE	TITLE	UNITS
CMS3115	Civic Engagement and Participatory Communication	3
CMS3217	Public Information Principles and Practices	3
CMS4121	Political Economy of Communication	3
CMS4122	Communication in the ASEAN Setting	3
		12

SOCIAL SCIENCES ELECTIVES: (choice of 15 units)

CODE	TITLE	UNITS
ISC223	Introduction to International Relations	3
ISC315	Diplomacy and International Protocol	3
ISC326	Comparative Governments	3
ISC327	International Law	3
PGM212	Philippine Political and Socio-Cultural Conditions	3
PGM121	Introduction to Philippine Public Administration	3
APM224	Politics and Governance in East Asia	3
		15

FOREIGN LANGUAGE

CODE	TITLE	UNITS
FLG311	Foreign Language 1	3
FLG322	Foreign Language 2	3
		6

GENERAL EDUCATION

CODE	TITLE	UNITS
GEN-US	Understanding the Self	3
GEN-RP	Readings in Philippine History	3
GEN-CW	The Contemporary World	3
GEN-MM	Mathematics in the Modern World	3
GEN-PC	Purposive Communication	3
GEN-AA	Art Appreciation	3
GEN-SS	Science, Technology and Society	3
GEN-ET	Ethics (Being and Society)	3
GEN-JR	The Life and Works of Rizal	3
		27

GENERAL EDUCATION ELECTIVES

CODE	TITLE	UNITS
GENE-RES	Religious Experiences and Spirituality (Benedictine Spirituality)	3
GENE-PPC	Philippine Popular Culture	3
GENE-LIE	Living in the IT Era	3
		9

PHYSICAL EDUCATION

CODE	TITLE	UNITS
PE1	Physical Activities towards Health and Fitness 1	2
PE2	Physical Activities towards Health and Fitness 2	2
PE3	Physical Activities towards Health and Fitness 3	2
PE4	Physical Activities towards Health and Fitness 4	2
		8

NATIONAL SERVICE TRAINING PROGRAM

CODE	TITLE	UNITS
NSTP1	National Service Training Program 1	3
NSTP2	National Service Training Program 2	3
		6

INSTITUTIONAL SUBJECTS:

THEOLOGY

CODE	TITLE	UNITS
THE01-NTC	Jesus in the New Testament and Contemporary Times	3
THE02-CSM	The Church, Sacraments and its Mission	3
THE03-FAM	Marriage and Family Life	3
THE04-CST	Social Teachings of the Church and Benedictine Lay Apostolate	3
		12

PERSONALITY ENRICHMENT PROGRAM

CODE	TITLE	UNITS
PEP1	Personality Development	1
PEP2	Human Relations Development	1
		2

CHED Required Courses:	9
Required Courses Based on Insti and Program Outcomes	9
Communication Core	21
Communication Professional Courses	15
Thesis/Special Project & Practicum	12
Communication Electives	12
Social Sciences Electives	15
Foreign Language	6
General Education	27
General Education Electives	9
Physical Education	8
National Service Training Program	6
Institutional Subjects	14
	163