

San Beda College Alabang

College of Arts and Sciences

Bachelor of Science in Business Administration Major in Marketing Management

Program Study, Effective A.Y. 2021-2022

FIRST YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ	COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE				COURSE TITLE		
GEN-US	Understanding The Self	3		GEN-MM	Mathematics in the Modern World	3	
GEN-RP	Readings in Philippine History	3		BAE121	Financial Management	3	
GEN-PC	Purposive Communication	3		IBS122	Business Communication	3	GEN-PC
IBS111	Business Accounting	3		IBS123	Human Behavior in Organization	3	GEN-US
CBA111	Human Resource Management	3		IBS124	Business Marketing	3	
CBA112	Basic Microeconomics	3		IBS125	Intermediate Macro-Economics	3	CBA112
NSTP1	National Service Training Program	3		NSTP2	National Service Training Program 2	3	NSTP1
PE1	Physical Activities towards Health and Fitness 1	2		PE2	Physical Activities towards Health and Fitness 2	2	PE1
PEP1	Personality Development	1		PEP2	Human Relations Development	1	PEP1
GE-RE	Religious Experiences and Benedictine Spirituality	3		THEO1-NT	Jesus in the New Testament and Contemporary Time	3	
27				27			

SECOND YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ	COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE				COURSE TITLE		
GEN-STS	Science, Technology and Society	3		GEN-AA	Art Appreciation	3	
GENE-LIE	Living in the It Era	3		GEN-CW	The Contemporary World	3	
CBA213	International Business and Trade	3		BAE222	Business Taxation	3	CBA214
CBA214	Income Taxation	3		IBS227	Law on Business Organizations	3	CBA215
CBA215	Law on Obligations and Contracts	3		IBS228	IT Application Tools in Business	3	
CBM211	Operations Management and Total Quality Management	3		MMP222	Pricing Strategy	3	IBS124
IBS216	Statistical Analysis with Computer Software	3		MMP221	Managerial Accounting	3	IBS111
PE3	Physical Activities towards Health and Fitness 3	2	PE1, PE2	PE4	Physical Activities towards Health and Fitness 4	2	PE1, PE2
THEO2-CH	The Church, Sacraments and its Mission	3	THEO1-NT	GE-EBSO	Ethics (Being and Society)	3	
26				26			

THIRD YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ	COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE				COURSE TITLE		
GENE-GRB	Great books	3		GEN-JR	The Life and Works of Rizal	3	
CBM312	Strategic Management	3	CBM211	CBA326	Good Governance & Social Responsibility	3	
MMP313	Retail Management	3		MMR321	Business Research	3	IBS216
MMP314	Product Management	3		MMP327	Professional Salesmanship	3	MMP316
MMP315	Advertising	3		MMP328	Marketing Management	3	MMP314
MMP316	Marketing Research	3	IBS111, MMP222, IBS216	MMP329	Distribution Management	3	
MEL1	Professional Elective 1	3		MMP3210	Public Relations	3	
THEO3-FAM	Marriage and Family Life	3	THEO2-CH	MEL2	Professional Elective 2	3	
24				24			

FOURTH YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ	COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE				COURSE TITLE		
MMR412	Thesis	3	MMR321, IBS216	MMP421	Practicum/Internship 600 hrs.	6	MMR321, IBS216, MMR412
MMP4111	E-Commerce and Digital Marketing	3		THEO4-CS	Social Teachings of the Church and Benedictine Lay Apostolate	3	THEO3-FAM
MEL3	Professional Elective 3	3					
MEL4	Professional Elective 4	3					
12				9			

TOTAL NO. OF UNITS: **175**

PROFESSIONAL ELECTIVES (12 Units)

CODE	TITLE	UNITS	CODE	TITLE	UNITS
MEL001	Consumer Behavior	3	MEL009	Cooperative Marketing	3
MEL002	Sales Management	3	MEL010	New Market Development	3
MEL003	International Marketing	3	MEL011	Strategic Marketing Management	3
BAE300	Franchising	3	MEL012	Environment Marketing	3
MEL004	E-Commerce and Internet Marketing	3	MEL013	Special Topics in Marketing Management	3
BAE200	Entrepreneurial Management	3	BAE100	Personal Finance	3
BAE400	Direct Marketing	3	MEL014	Banking Finance and Investment Marketing	3
MEL007	Service Marketing	3	MEL015	Brand Management	3
MEL008	Industrial/Agricultural Marketing	3			

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2021 Curriculum

SUMMARY OF UNITS

GENERAL EDUCATION COURSES

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-ST	Science, Technology and Society	3
GE-EBSO	(Ethics (Being and Society))	3
GEN-JR	The Life and Works of Rizal	3
GE-RE	Religious Experiences and Benedictine Spirituality	3
GENE-LIE	Living in the IT Era	3
GENE-GR	Great books	3
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NATIONAL SERVICE TRAINING PROGRAM

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

PHYSICAL EDUCATION COURSES

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

COMMON BUSINESS AND MANAGEMENT COURSES

CODE	TITLE	UNITS
CBM211	Operations Management and Total Quality Management	3
CBM312	Strategic Management	3
		6

CORE BUSINESS ADMINISTRATION COURSES

CODE	TITLE	UNITS
CBA111	Human Resource Management	3
CBA112	Basic Microeconomics	3
CBA213	International Business and Trade	3
CBA214	Income Taxation	3
CBA215	Law on Obligations and Contracts	3
CBA326	Good Governance & Social Responsibility	3
MMR321	Business Research	3
MMR412	Thesis	3
MMP421	Practicum/Internship 600 hrs.	6
		30

PROFESSIONAL COURSES

CODE	TITLE	UNITS
BAE121	Financial Management	3
BAE222	Business Taxation	3
MMP221	Managerial Accounting	3
MMP222	Pricing Strategy	3
MMP313	Retail Management	3
MMP314	Product Management	3
MMP315	Advertising	3
MMP316	Marketing Research	3
MMP327	Professional Salesmanship	3
MMP328	Marketing Management	3
MMP329	Distribution Management	3
MMP3210	Public Relations	3
MMP4111	E-Commerce and Digital Marketing	3
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PROFESSIONAL ELECTIVES

CODE	TITLE	UNITS
MEL001	Consumer Behavior	3
MEL002	Sales Management	3
MEL003	International Marketing	3
MEL004	E-Commerce and Internet Marketing	3
MEL007	Service Marketing	3
MEL008	Industrial/Agricultural Marketing	3
MEL009	Cooperative Marketing	3
MEL010	New Market Development	3
MEL011	Strategic Marketing Management	3
MEL012	Environment Marketing	3
MEL013	Special Topics in Marketing Management	3
MEL014	Banking Finance and Investment Marketing	3
MEL015	Brand Management	3
BAE100	Personal Finance	3
BAE200	Entrepreneurial Management	3
BAE300	Franchising	3
BAE400	Direct Marketing	3
		12

THEOLOGY COURSE

CODE	TITLE	UNITS
THEO1-NT	Jesus in the New Testament and Contemporary Times	3
THEO2-CH	The Church, Sacraments, and its Mission	3
THEO3-FAM	Marriage and Family Life	3
THEO4-CS	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

INSTITUTIONAL BUSINESS SUBJECTS

CODE	TITLE	UNITS
IBS111	Business Accounting	3
IBS122	Business Communication	3
IBS123	Human Behavior in Organization	3
IBS124	Business Marketing	3
IBS125	Intermediate Macroeconomics	3
IBS216	Statistical Analysis with Computer Software	3
IBS227	Law on Business Organizations	3
IBS228	IT Application Tools in Business	3
		24

CHED	TITLE	UNITS
Minimum		
36	General Education Courses	36
6	National Service Training Program	6
8	Physical Education Courses	8
6	Common Business and Management Courses	6
24	Core Business Administration	30
24	Professional Courses	39
12	Professional Electives	12
	Theology	12
	Personality Enrichment Program	2
	Institutional Business Subjects	24
116	Total Number of Units	175
	Old Curriculum (157)	