

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 TITLE		
GEN-PC	Purposive Communication	3	
GEN-RP	Readings in Philippine History	3	
GEN-US	Understanding The Self	3	
CBA111	Business Marketing	3	
CBA112	Financial Statement and Analysis Reporting	3	
PE1	Physical Activities towards Health and Fitness 1	2	
PEP1	Personality Development	1	
NSTP1	National Service Training Program	3	
GENE-RES	Religious Experiences and Spirituality (Benedictine Spirituality)	3	

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COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-CW	The Contemporary World	3	
GEN-MM	Mathematics in the Modern World	3	
BAM121	Marketing Management	3	CBA111
CBA123	Human Resource Management	3	
CBA124	Basic Microeconomics	3	
PE2	Physical Activities towards Health and Fitness 2	2	PE1
PEP2	Human Relations Development	1	
NSTP2	National Service Training Program 2	3	NSTP1
THEO1-NTC	Jesus in the New Testament and Contemporary Times	3	

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SECOND YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-SS	Science, Technology and Society	3	
BAM212	Pricing Strategy	3	CBA111
CBA215	IT Application Tools in Business	3	
CBA216	Business Law (Obligations and Contracts)	3	
CBA217	Intermediate Macroeconomics	3	
CBM211	Operations Management and Total Quality Management	3	
PE3	Physical Activities towards Health and Fitness 3	2	PE1, PE2
THEO2-CSM	The Church, Sacraments and its Mission	3	THEO1-NTC

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COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-AA	Art Appreciation	3	
BAM223	Product Management	3	BAM121
BAM224	Distribution Management	3	
CBA228	Income Taxation	3	
CBA229	International Business and Trade	3	
MEL-1	Professional Elective 1	3	
PE4	Physical Activities towards Health and Fitness 4	2	PE1, PE2
GEN-ET	Ethics (Being and Society)	3	

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THIRD YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GENE-LIE	Living in the IT era	3	
BAM315	Marketing Research	3	BAM121
BAM316	Advertising	3	BAM121
CBA3110	Statistical Analysis with Computer Software	3	
CBA3111	Business Communication	3	GEN-PC
CBA3112	Business Taxation	3	CBA228
MEL-2	Professional Elective 2	3	
THEO3-FAM	Marriage and Family Life	3	THEO2-CSM

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COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-JR	The Life and Works of Rizal	3	
GENE-GRB	Great Books	3	
BAM327	Retail Management	3	BAM224
BAM328	Professional Salesmanship	3	
CBA3213	Good Governance and Social Responsibility	3	
MEL-3	Professional Elective 3	3	
MEL-4	Professional Elective 4	3	
MMR321	Business Research	3	CBA3110

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FOURTH YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
CBM412	Strategic Management	3	CBM211
MEL-5	Professional Elective 5	3	
MEL-6	Professional Elective 6	3	
MMR412	Thesis	3	MMR321
THEO4-CST	Social Teachings of the Church and Benedictine Lay Apostolate	3	THEO3-FAM

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COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
MMP421	Practicum/Internship 600 hrs.	6	MMR412

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TOTAL NO. OF UNITS: 163

PROFESSIONAL ELECTIVES (18 Units)

CODE	TITLE	UNITS
MEL001	Consumer Behavior	3
MEL002	Sales Management	3
MEL003	International Marketing	3
MEL004	E-Commerce and Internet Marketing	3
MEL005	Service Marketing	3
MEL006	Industrial/Agricultural Marketing	3
MEL007	Cooperative Marketing	3
MEL008	New Market Development	3

CODE	TITLE	UNITS
MEL009	Strategic Marketing Management	3
MEL010	Environment Marketing	3
MEL011	Special Topics in Marketing Management	3
BAE100	Personal Finance	3
BAE200	Entrepreneurial Management	3
BAE300	Franchising	3
BAE400	Direct Marketing	3