

San Beda College Alabang

College of Arts and Sciences

Bachelor of Science in Entrepreneurship

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	
ECC111	Basic Microeconomics	3	
ECC112	Human Resource Management	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	
		24	

COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-CW	The Contemporary World	3	
GEN-MM	Mathematics in the Modern World	3	
ECC123	Financial Statement Analysis and Reporting	3	
ECC124	Entrepreneurial Behavior	3	
ECC125	Intermediate Macroeconomics	3	ECC111
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	
		24	

SECOND YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-SS	Science, Technology and Society	3	
CBM211	Operations Management and Total Quality Management	3	
ECC216	Business Marketing	3	
ECC217	IT Application Tools in Business	3	
ECC219	Financial Management	3	ECC123
ECC218	Opportunity Seeking	3	
PE3	Physical Activities towards Health and Fitness 3	2	PE1, PE 2
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	
ECC2210	Business Law and Taxation, with focus on Laws affecting Micro, Small, and Medium Enterprise	3	
ECC2211	Pricing and Costing	3	ECC123
ECC2212	Innovation Management	3	
EEL-1	Professional Elective 1	3	
EEL-2	Professional Elective 2	3	
PE4	Physical Activities towards Health and Fitness 4	2	PE1, PE 2
GEN-ET	Ethics (Being and Society)	3	
		23	

THIRD YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GENE-LIE	Living in the IT era	3	
ECC3113	Market Research and Consumer Behavior	3	ECC216
ECC3114	International Business and Trade	3	
ECC3115	Programs and Policies on Enterprise Development	3	
EEL-3	Professional Elective 3	3	
EEL-4	Professional Elective 4	3	
EST1	Track 1	3	
THEO3-FAM	Marriage and Family Life	3	THEO2-CSM
		24	

COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
GEN-JR	The Life and Works of Rizal	3	
BPP321	Business Plan Preparation	3	ECC3113
ECC3216	Social Entrepreneurship	3	
ECC3217	Good Governance & Social Responsibility	3	
EEL-5	Professional Elective 5	3	
EEL-6	Professional Elective 6	3	
EST2	Track 2	3	
GENE-GRB	Great Books	3	
		24	

FOURTH YEAR

COURSE CODE	FIRST SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
CBM412	Strategic Management	3	CBM211
BPI411	Business Plan Implementation I: Product Development and Market Analysis	5	BPP321
EST3	Track 3	3	
THEO4-CST	Social Teachings of the Church and Benedictine Lay Apostolate	3	THEO3-FAM
		14	

COURSE CODE	SECOND SEMESTER	UNITS	PRE-REQ
	COURSE TITLE		
BPI422	Business Plan Implementation II	5	BPI411
EST4	Track 4	3	
		8	

TOTAL NO. OF UNITS: 164

PROFESSIONAL ELECTIVES (18 Units)

CODE	TITLE	UNITS	CODE	TITLE	UNITS
EEL001	Export Marketing	3	EEL012	Negotiation	3
EEL002	Wholesale and Retail Sales Management	3	EEL013	Events Management	3
EEL003	E-Commerce	3	EEL014	Hospitality Management	3
EEL004	Agribusiness	3	EEL015	Management of Technology	3
EEL005	Small Business Consulting / Business Development Services	3	EEL016	Merger and Acquisition	3
EEL006	Microfinancing	3	EEL017	Entrepreneurial Leadership in an Organization	3
EEL007	Venture Finance	3	EEL018	Family Enterprise	3
EEL008	Supply Chain Management	3	EEL019	Entrepreneurial Marketing Strategies	3
EEL009	Managing a Manufacturing Enterprise	3	BAE300	Franchising	3
EEL010	Managing a Service Enterprise	3	BAE400	Direct Marketing	3
EEL011	Creativity in Problem Solving	3			

SPECIALIZED TRACKS (12 Units)

CODE	TITLE	UNITS	CODE	TITLE	UNITS
ESTFT001	Fashion Technology	3	ESTTB004	Tourism Business	3
ESTPDD002	Product Design and Development	3	ESTMAT005	Multimedia Arts and Technology	3
ESTCA003	Culinary Arts	3			