



Republic of the Philippines
SOUTHERN LEYTE STATE UNIVERSITY-TOMES OPPUS
Tomas Oppus, Southern Leyte 6605
Email: sbsta.registrar123@gmail.com
Contact No. 09472921270
-66-

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
Major: MARKETING MANAGEMENT
Revised Based on CMO __ s of 2017

STUDENT ID/NAME : _____
EVALUATED BY : _____ DATE : _____

Y 2018
Implementation
1st Sem 2018-2019

FIRST SEMESTER					GRADE	SECOND SEMESTER					GRADE
Course No	Descriptive Title	Unit		Pre-requisites		Course No	Descriptive Title	Unit		Pre-requisites	
		Lec	Lab					Lec	Lab		
FIRST YEAR											
GE-Mat 101-S	Mathematics in the Modern World	3		None		GE-Eng 101-S	Purposive Communication	3		None	
GE-SS 101	Understanding the Self (with GAD)	3		None		GE-Fil 202-1	Kontekstwalisadong Komunikasyon sa Filipino	3		None	
GE-SS 201-1S	Readings in Philippine History	3		None		GE-Sci 201-1S	Science, Technology & Society (with DRRM and Climate Change)	3		None	
GE-SS 302-1F2	The Contemporary World (with ASEAN Integration)	3		None		GE-SS 102	Arts Appreciation	3		None	
IVC-BA 101	Organization and Management	3		None		GE-SS 102-2U	Ethics	3		None	
IVC-Math 101	Applied Mathematics of Investment	3		None		IVC-BA 102	Fundamentals of Accounting	5		IVC-Math 101	
PE 101	Self-Testing Activities	2		None		PE 102	Rhythmic Activities	2		PE101	
NSTP-CW 101	National Service Training I	3		None		NSTP-CW 102	National Service Training I	3		NSTP-CW 101	
TOTAL					23	TOTAL					25
SECOND YEAR											
BAC 201	Basic Microeconomics	3		None		BAC 202	Business Law (Obligation & Contracts)	3		IVC-BA 101	
BAC 203	Human Resource Management	3		IVC-BA 101		BAC 204	Income Taxation	3		IVC-BA 102	
FIL 201	Pagbasa at Pagsulat Tungo sa Pananaliksik	3		None		BAC 206	Basic Business Research Methods	3		BAC 203, IVC-BA 201	
GE-MC 200-F	Rizal's Life and Works	3		None		CBMC-CB 202	Consumer Behavior	3		Maj-MKM 201	
IC-AD 201	Argumentation and Debate	3		None		Elec-BA 202	Personal Finance	3		IVC-Math 101	
IC-BA 201	Human Behavior in Organization	3		IVC-BA 101		Elec-BA 204	Marketing Management	3		Maj-MKM 201	
IC-ICT 201	Information and Communication Technology	3		None		Maj-MKM 202	Marketing Research	1	2	Maj-MKM 201	
Maj-MKM 201	Professional Salesmanship	3		IVC-BA 101		PE 202	Recreational and Individual Sports	2		PE 201	
PE 201	Games and Team Sports	2		PE 102		TOTAL					23
TOTAL					26	TOTAL					23
THIRD YEAR											
IC-BA 301	Events Management 1	3		None		IC-TW 302	Thesis/Feasibility Study	3		BAC 206	
BAC 301	Good Governance	3		GE-SS 201-2U		CBMC-OM 302	Operations Management	3		CBMC-SM 301	
BAC 303	International Business & Trade	3		BAC 202		Elec-BA 302	Entrepreneurial Management	3		IVC-BA 102	
BAC 305	Business Research	3		BAC 206		GE-Fil 302	DALUMAT na/sa Filipino (DALUMATFIL)	3		GE-Fil 200-3F	
CBMC-SM 301	Strategic Management	3		BAC 203		IC-BA 302	Events Management 2	3		IC-BA 301	
GE-Fil 200-3F	Sosyedad at Literatura/Panitikang Panlipunan	3		GE-Fil 202-1		IC-FL 301-S	Foreign Language 1	3		None	
Maj-MKM 301	Distribution Management	3		Maj-MKM202		Maj-MKM 302	Product Management	3		Maj-MKM 301	
Maj-MKM 303	Advertising	3		Maj-MKM202		TOTAL					21
TOTAL					24	TOTAL					21
FOURTH YEAR											
Elec-MKM 401	Agricultural Marketing	3		Maj-MKM 302		BAC 402	Practicum (Local) / (Abroad)	9 / 18		All Subjects	
IC 401	Special Topics in Marketing Management (with Risk Reduction Management)	3		Elec-BA 204							
IC 403	Personal and Professional Development (with Gender and Development)	3		IC-BA 201							
IC 407	Legal Issues in Business	3		BAC 202							
IC-FL 401	Foreign Language 2	3		IC-FL 301-S							
Maj-MKM 401	Retail Management	3		Maj-MKM 302							
Maj-MKM 403	Pricing Strategy	3		Maj-MKM 302							
TOTAL					21	TOTAL					9 / 18
SUMMARY OF COURSES					UNIT	TOTAL UNITS	Note:				
General Education (GE) including Filipino (9units), NSTP (6units) and PE (8units)					53	172 ≈ 181	BAC 402 will be 9 for Local Internship and 18 units for International Internship.				
Common Business and Management Courses					6						
Business Administration Core					27						
Professional Major					21						
Electives (EL)					12						
Intervention Courses (IVC)					11						
Institutional Courses (IC)					33						
Internship (600 hrs)					9 / 18						