

**UNIVERSITY OF BAGUIO**  
**SCHOOL OF BUSINESS ADMINISTRATION AND ACCOUNTANCY**  
**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA) MAJOR IN MARKETING MANAGEMENT**  
*EFFECTIVE SCHOOL YEAR 2010-2011*

Course No.	Descriptive Title	Units	Pre-requisites
<b>FIRST YEAR</b>			
<b>FIRST SEMESTER</b>			
ENGLIS1	COMMUNICATION SKILLS 1	3	
HISTORY1	PHILIPPINE HISTORY, GOVERNMENT AND CONSTITUTION	3	
MATHEM1	BASIC MATHEMATICS	3	
NATSCI1	INTRODUCTION TO PHYSICAL SCIENCES	3	
NSTPRO1	NATIONAL SERVICE TRAINING PROGRAM 1	3	
PESELF1	SELF TESTING ACTIVITIES	2	
PHILOS1	LOGIC	3	
SOCIOG1	SOCIETY AND CULTURE W/ FAMILY PLANNING	3	
SOCORN2	SOCIAL ORIENTATION	1	
		<b>Total:</b>	<b>24</b>
<b>SECOND SEMESTER</b>			
ENGLIS2	COMMUNICATION SKILLS 2	3	ENGLIS1
HUMNTS4	ART, MAN AND SOCIETY	3	
KOMFIL1	KOMUNIKASYON SA AKADEMIKONG FILIPINO	3	
MATHEM2	COLLEGE ALGEBRA	3	MATHEM1
NATSCI2	INTRODUCTION TO BIOLOGICAL SCIENCES	3	
NSTPRO2	NATIONAL SERVICE TRAINING PROGRAM 2	3	NSTPRO1
PELECT2	PE ELECTIVE	2	
PHILOS2	GENERAL ETHICS AND VALUES EDUCATION	3	
PSYCHO1	GENERAL PSYCHOLOGY	3	
RIZALJ1	RIZALS LIFE, WORKS AND WRITINGS	3	
		<b>Total:</b>	<b>29</b>
		<b>53</b>	
<b>SECOND YEAR</b>			
<b>FIRST SEMESTER</b>			
AFINAN1	BASIC BUSINESS FINANCE	3	MATHEM2
BACTNG1	INTRODUCTORY ACCOUNTING(FUNDAMENTALS OF ACCOUNTING 1)	6	MATHEM2
BMGMNT1	PRINCIPLES OF ORGANIZATION AND MANAGEMENT	3	
BMKTNG1	PRINCIPLES OF MARKETING	3	
BUSLAW1	LAW ON OBLIGATIONS AND CONTRACTS	3	ENGLIS2
COMPTR1	COMPUTER FUNDAMENTALS/ FUNDAMENTALS OF COMPUTER SOFTWARE & APPLICATIONS	3	
ENGLSH3	EFFECTIVE WRITING	3	ENGLIS2
PELECT3	PE ELECTIVE	2	
		<b>Total:</b>	<b>26</b>
<b>SECOND SEMESTER</b>			
BACTNG2	PARTNERSHIP AND CORPORATION ACCOUNTING (FUNDAMENTALS OF ACCOUNTING 2)	6	BACTNG1
BMGMNT2	HUMAN RESOURCE MANAGEMENT	3	BMGMNT1
BUSLAW2	PARTNERSHIP AND CORPORATION LAW W/ NEGOTIABLE INSTRUMENTS LAW	3	BUSLAW1
BUSMAT2	MATHEMATICS OF INVESTMENTS	3	MATHEM2
ECONOM1	BASIC ECONOMICS WITH TLR	3	

<u>ENGLSH4</u>	EFFECTIVE SPEAKING	3	ENGLSH3
<u>MATHEM4</u>	BASIC STATISTICS WITH DEMOGRAPHY	3	MATHEM2
<u>PELECT4</u>	PE ELECTIVE	2	
	<b>Total:</b>	<b>26</b>	
		<b>52</b>	
<b>THIRD YEAR</b>	<b>FIRST SEMESTER</b>		
<u>ACMPTR3</u>	BASIC PROGRAMMING AND COMPUTERIZED ACCOUNTING SYSTEMS	3	BACTNG2, COMPTR1
<u>AMGMNT1</u>	GOOD GOVERNANCE AND SOCIAL RESPONSIBILITY	3	BMGMNT1, BMGMNT2
<u>BMGMNT3</u>	QUANTITATIVE TECH/MATH ANALYSIS	3	MATHEM2
<u>BMGMNT4</u>	HUMAN BEHAVIOR IN THE ORGANIZATION	3	BMGMNT1, BMGMNT2
<u>BUSLAW3</u>	SALES, BAILMENTS AND AGENCY	3	BUSLAW2
<u>MKTMAN1</u>	RETAIL MANAGEMENT	3	BMKTNG1
<u>MKTMAN2</u>	ADVERTISING	3	BMKTNG1
<u>MKTMAN3</u>	PROFESSIONAL SALESMANSHIP	3	BMKTNG1
<u>TAXATN1</u>	INCOME TAXATION	3	BACTNG2
	<b>Total:</b>	<b>27</b>	
	<b>SECOND SEMESTER</b>		
<u>AECONM2</u>	MICROECONOMICS THEORY AND PRACTICE	3	ECONOM1
<u>ENGLIS5</u>	PROFESSIONAL ENGLISH	3	ENGLSH4
<u>ENTREM1</u>	ENTREPRENEURIAL MANAGEMENT	3	MKTMAN1, MKTMAN2, MKTMAN3
<u>FILPPP2</u>	PAGBASA AT PAGSULAT TUNGO SA PANANALIKSIK	3	KOMFIL1
<u>HUMNTS5</u>	ELECTIVE-WORLD CULTURE OR FOREIGN LANGUAGE	3	
<u>MNGMNT2</u>	MARKETING MANAGEMENT	3	BMKTNG1
<u>MNGMNT5</u>	TOTAL QUALITY MANAGEMENT	3	BMGMNT1, BMGMNT2
<u>MKTMAN4</u>	CONSUMER BEHAVIOR	3	MKTMAN1, MKTMAN2, MKTMAN3
<u>MKTMAN5</u>	SERVICES MARKETING	3	MKTMAN1, MKTMAN2, MKTMAN3
<u>MKTMAN6</u>	PRODUCT MANAGEMENT	3	MKTMAN1, MKTMAN2, MKTMAN3
	<b>Total:</b>	<b>30</b>	
		<b>57</b>	
<b>FOURTH YEAR</b>	<b>FIRST SEMESTER</b>		
<u>LITRAT1</u>	PHILIPPINE LITERATURE	3	ENGLSH4
<u>BUSENG1</u>	BUSINESS CORRESPONDENCE AND REPORT WRITING	3	ENGLSH4
<u>MKTMAN7</u>	DISTRIBUTION MANAGEMENT	3	MKTMAN4, MKTMAN5, MKTMAN6
<u>MKTMAN8</u>	E-COMMERCE AND INTERNET MARKETING	3	MKTMAN4, MKTMAN5, MKTMAN6
<u>MKTMAN9</u>	INTERNATIONAL MARKETING	3	MKTMAN4, MKTMAN5, MKTMAN6
<u>MKTRES1</u>	MARKETING RESEARCH	3	MKTMAN4, MKTMAN5, MKTMAN6
<u>STRAMM1</u>	STRATEGIC MARKETING MANAGEMENT	3	MKTMAN4, MKTMAN5, MKTMAN6
<u>TAXATN2</u>	BUSINESS AND TRANSFER TAXES	3	TAXATN1
	<b>Total:</b>	<b>24</b>	
	<b>SECOND SEMESTER</b>		
<u>MMPRAC1</u>	MARKETING MANAGEMENT PRACTICUM	6	(ALL FIRST to FOURTH YEAR SUBJECTS)
	<b>Total:</b>	<b>6</b>	
		<b>30</b>	
	<b>Total units:</b>	<b>192</b>	