



# Adventist University of the Philippines

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

### Major in Marketing Management

(Enhanced Curriculum 2014)

#### FIRST YEAR

##### First Semester

			Units
RELB	111	The Gospel	3
ENCA	111	Communication Arts I	3
FILI	111	Komunikasyon sa Akademikong Filipino	3
MATH	111	College Algebra	3
HIST	111	Philippine History	3
BABM	111	Fund. of Business Organization & Management	3
PSYC	111	General Psychology with Drug Prevention	3
EDVO	111	Home Skills	2
PHED	111	Physical Education I	2
NSTP	111	NSTP 1	3
SCSS	111	Students' Convocation	(1)
MFBA	111	Majors' Forum	(1)
<b>Total Units</b>			<b>30</b>

##### Second Semester

			Units
RELB	122	The Destiny of Man	3
ENCA	122	Communication Arts II	3
FILI	122	Pagbasa at Pagsulat Tungo sa Pananaliksik	3
MKTG	121	Principles of Marketing	3
SOSC	113	Politics and Governance with Philippine Constitution	3
BABM	121	Basic Economics for Business	3
VOKB	122	Keyboarding & Word Processing	2
PHED	122	Physical Education II	2
BIOL	121	Human Anatomy and Physiology with Family Planning	3
NSTP	102	NSTP 2	3
SCSS	112	Students' Convocation	(1)
MFBA	112	Majors' Forum	(1)
BABM	123	COB Executives' Circle Chorus	(1)
<b>Total Units</b>			<b>31</b>

##### Summer

			Units
BSIT	114	Fundamentals of Computer and Database Mngt. Application	3
BABM	211	Money, Credit and Banking	3
SOSC	212	Life and Works of Rizal	3
<b>Total Units</b>			<b>9</b>

## SECOND YEAR

<u>First Semester</u>			Units
ENPL	211	Philippine Literature	3
RELB	213	Daniel and Revelation	3
BABM	212	Human Resources Management	3
MKTG	212	Marketing and Sales Management	3
BSIT	215	Electronic Spreadsheets	3
BACT	113	Fundamentals of Accounting	3
FILI	211	Masining na Pagpapahayag	3
PHED	213	Physical Education III	2
WOED	111	Work Education I	1
SCSS	211	Students' Convocation	(1)
MFBA	211	Majors' Forum	(1)
<b>Total Units</b>			<b>26</b>

<u>Second Semester</u>			Units
ENRS	213	Reading and Speech	3
RELB	224	Adventist Heritage	3
MKTG	223	Consumer Behavior and Motivation	3
BSIT	226	Desktop Publishing	3
BACT	123	Fundamentals Partnership and Corporate Accounting	3
BABM	224	Production and Operations Management	3
PHIL	121	General Philosophy	3
PHED	214	Physical Education IV	2
WOED	102	Work Education II	1
SCSC	212	Students' Convocation	(1)
MFBA	212	Majors' Forum	(1)
<b>Total Units</b>			<b>26</b>

<u>Summer</u>			Units
PHYS	111	Earth Science	3
BABM	322	Good Governance and Social Responsibility w/ Business Ethics	3
<b>Total Units</b>			<b>6</b>

## THIRD YEAR

<u>First Semester</u>			Units
BLAW	311	Law on Obligations & Contracts	3
BSIT	317	E-Commerce	3
MATH	442	Quantitative Analysis for Business	3
MKTG	313	Cost and Pricing Management	3
BABM	311	Total Quality Management	3
BABM	312	Financial Management I	3
BTAX	411	Business and Income Taxation	3
SCSS	311	Students' Convocation	(1)
MFBA	311	Majors' Forum	(1)
<b>Total Units</b>			<b>23</b>

<u>Second Semester</u>			Units
BSEC	223	Business Administrative Communication	3
BLAW	321	Law on Business Organization	3
BSIT	328	Management Information Systems	3
MKTG	321	Distribution Management	3
BABM	324	Financial Management II	3
FAHU	221	Introduction to Humanities	3
SCSS	312	Students' Convocation	(1)
MFBA	312	Majors' Forum	(1)
<b>Total Units</b>			<b>20</b>

<u>Summer</u>			Units
BABM	331	Business Research with Feasibility Study	3
<b>Total Units</b>			<b>3</b>

## FOURTH YEAR

<u>First Semester</u>			Units
ENWL	220	World Literature	3
BABM	326	Management of Org./Enterprise/Small Bus. and Cooperatives	3
DEVC	230	Fundamentals of Community Broadcasting	3
BCOM	417	Practicum I (Actual Business Management)	3
MKTG	412	Advertising & Sales Promotion Management	3
MKTG	414	Marketing Research and Production Planning	3
MKTG	416	International Marketing	3
SCSS	411	Students' Convocation	(1)
MFBA	411	Majors' Forum	(1)
<b>Total Units</b>			<b>23</b>

<u>Second Semester</u>			Units
BABM	428	Practicum II (On-the-Job Training)	3
<b>Total Units</b>			<b>3</b>

## SUMMARY

<b>GENERAL EDUCATION REQUIREMENTS</b>		<b>74 Units</b>
<b>English</b>		<b>9 Units</b>
	Communication Arts I	3
	Communication Arts II	3
	Reading and Speech	3
<b>Filipino</b>		<b>9 Units</b>
	Komunikasyon sa Akademikong Filipino	3
	Pagbasa at Pagsulat Tungo sa Pananaliksik	3
	Masining na Pagpapahayag	3

<b>Literature</b>		<b>6 Units</b>
Philippine Literature	3	
World Literature	3	
<b>Humanities</b>		<b>6 Units</b>
Introduction to Humanities	3	
General Philosophy	3	
<b>Mathematics</b>		<b>3 Units</b>
College Algebra	3	
<b>Natural Sciences</b>		<b>9 Units</b>
Earth Science	3	
Human Anatomy & Physiology w/ Family Planning	3	
<b>Social Sciences</b>		<b>12 Units</b>
Politics and Governance w/ Philippine Constitution	3	
General Psychology w/ Drug Prevention	3	
Life and Works of Rizal	3	
Philippine History	3	
<b>Physical Education</b>		<b>8 Units</b>
PE I	2	
PE II	2	
PE III	2	
PE IV	2	
<b>National Service Training Program</b>		<b>6 Units</b>
NSTP I	3	
NSTP II	3	
<b>Computer Education</b>		<b>6 Units</b>
Electronic Spreadsheets	3	
Desktop Publishing	3	
<b>INTERNAL REQUIREMENTS</b>		<b>16 Units</b>
<b>Bible Courses</b>		<b>12 Units</b>
The Gospel	3	
The Destiny of Man	3	
Daniel and Revelation	3	
Adventist Heritage	3	
<b>Vocational Education</b>		<b>4 Units</b>
Home Skills	2	
Elective (Key Boarding Word Processing)	2	
<b>Work Education</b>		<b>(2) Units</b>
Work Education I	(1)	
Work Education II	(1)	
<b>Majors' Forum (every semester)</b>		<b>(8) Units</b>
MFBA 111	(1)	
MFBA 112	(1)	
MFBA 211	(1)	
MFBA 212	(1)	
MFBA 311	(1)	
MFBA 312	(1)	
MFBA 411	(1)	
MFBA 412	(1)	
<b>Students' Convocation</b>		<b>(8) Units</b>
SCSS 111	(1)	
SCSS 112	(1)	
SCSS 211	(1)	

SCSS 212	(1)	
SCSS 311	(1)	
SCSS 312	(1)	
SCSS 411	(1)	
SCSS 412	(1)	
<b>BASIC BUSINESS CORE</b>		<b>24 Units</b>
Fundamentals of Business Organization and Management	3	
Consumer Behavior and Motivation	3	
Principles of Marketing	3	
Principles of Accounting	3	
Business Administrative Communication	3	
Fundamentals of Computer and Database Management Application	3	
Money, Credit, and Banking	3	
Financial Management I	3	
<b>BUSINESS EDUCATION CORE</b>		<b>24 Units</b>
Basic Economics for Business	3	
Principles of Accounting II	3	
Law on Obligations of Contract	3	
Income Taxation	3	
Total Quality Management	3	
Human Resources Management	3	
Social Responsibility and Good Governance with Business Ethics	3	
Business Research with Feasibility Study	3	
<b>PROFESSIONAL COURSES</b>		<b>24 Units</b>
Marketing and Sales Management	3	
Production and Operations Management	3	
Cost and Pricing Management	3	
Financial Management II	3	
Management of Org./Enterprise/Small Business and Cooperatives	3	
Distribution Management	3	
Advertising and Sales Promotion Management	3	
Marketing Research and Production Planning	3	
<b>ELECTIVES</b>		<b>18 Units</b>
International Marketing	3	
Law on Business Organization	3	
Fundamentals of Community Broadcasting	3	
Quantitative Analysis for Business	3	
E-Commerce	3	
Management Information System	3	
COB Executives' Circle Chorus*	(1)	
*Optional		
<b>PRACTICUM</b>		<b>6 Units</b>
Practicum I (Actual Business Management)	3	
Practicum II (On-the-Job Training)	3	